

# THE FRESH REPORT

WEEK OF FEBRUARY 4, 2019

Availability subject to change.



## GROWING AREA FORECASTS

### WEST COAST

Temperatures look to be cooler this week after this weekend's rainstorms.

### EAST COAST

Rain and warmer temperatures this week, after last weeks wintry weather.

### MEXICO

Temperatures remain seasonably warm, and overall dry.

## TOP PICKS

Avo Pulp Fresh Chunky #1103

Baby Leeks #9367

Baby Mizuna #8000

Baby Mixed Beets w/ Tops #7999

Delicata Squash #6460

## FRESH MARKET INFORMATION

### ASPARAGUS

We will start to see a decrease in markets by the end of next week as Mexican volume increases.

### AVOCADOS

The Weather in Michoacan, Mexico next week calls for temps in the 70's-80's with no rain. Overall quality is being reported as good.

### BEANS - GREEN

Bean market is still holding strong. Quality is good. Pricing is steady.

### BERRIES - BLACK / BLUE / RASPBERRY

Blueberries are shipping steady out of Peru and Mexico. Blackberry and Raspberry supplies out of Mexico are adequate. Overall markets are steady.

### BERRIES - STRAWBERRIES

California is facing more challenges from rain storms, causing short supplies. Florida is recovering from cold temps last week. Supplies are going to be tight as we approach Valentine's Day demand. Expect prices to remain high.

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## FRESH MARKET INFORMATION

BROCCOLI /  
CAULIFLOWER

Steady supply on both Broccoli and Cauliflower this week - prices are down a notch.

CELERY

Supplies remain limited out of Southern CA/Yuma due to colder temperatures. Florida acreage is down this year. Prices are still elevated.

CILANTRO / PARSLEY /  
GREEN ONION

Green Onion supplies are improving out of Mexico, and prices are coming off, but still high. Cilantro and Parsleys are steady.

CITRUS - LEMONS /  
LIMES / ORANGES

Lemons, oranges, and varieties continue to ship with excellent quality out of California. Florida is seeing some changes in supplies on smaller oranges and tangerines, but quality is strong. The lime market is very active. Supplies look to remain short through the next 3-4 months due to rain storms in the growing regions.

 CORN

Supplies are extremely tight and prices are high. Cooler temps and rain have caused a gap in production.

CUCUMBERS

Supplies and quality are good. Prices are down and product is now a really good value.

 EGGPLANT

Very limited supplies of Florida product. Most everything is coming out of Mexico or Honduras. Quality has been good, but prices have stayed steadily high.

 GRAPES

Grape supplies are extremely short as there have been delays and rejection upon arrival on imported product out of South America. Prices remain high.

ICEBERG / ROMAINE /  
LEAF LETTUCE

Supplies are plentiful, but past cold temperatures are causing blister and epidermal peel. Harvesters are eliminating as much as possible, causing weights to be a little lighter, and VA product to have shorter shelf-life.

 MELONS

Watermelon supplies are extremely tight due to light supplies out of Mexico. Cantaloupes are in better supply, but Honeydew are active and prices up.

ONIONS

Supplies are steady no yellow and reds, but pricing has increased a little mainly due to higher freight rates. White Onions are extremely tight and will remain so. Idaho is pretty much done with Whites and what is coming out of Mexico has issues due to rain.

PEPPERS

Green Pepper supplies continue to be tight. Pricing still high. Product that is available quality is good. Red and Yellow Pepper supplies continue to be light, but are improving out of Mexico.

 POTATOES

Due to extreme cold temperatures, supplies on all sizes have become challenging. Packing days are still limited and prices continue to rise. Overall quality is good.

 SQUASH/ZUCCHINI

Both markets have dropped. Supplies are good but we are seeing some quality issues due to the rain in the past 7 days.

STONEFRUIT

Import supplies have been challenging due to delayed at the ports. Nectarines and Peaches are available, with Plums arriving in a month or so.

TOMATOES

Supplies are the best they have been in a while. Quality is strong and prices continue to drop. Large rounds still remain the tightest.