

THE FRESH REPORT

WEEK OF MARCH 11, 2019

Availability subject to change.



GROWING AREA FORECASTS

WEST COAST

Warm weather with no rain forecasted for coastal and Southern CA. Temps reaching mid-80s in Yuma this week.

EAST COAST

Temperatures are warmer, with chance of scattered rain storms throughout the eastern seaboard.

MEXICO

Very warm temperatures and mostly dry conditions this week.

TOP PICKS

Carrots, Purple Haze - GA Grown #8053

Micro Hearts on Fire #7034

Rocket Arugula #7595

Pears, Red #5571

Garlic, Green #2798

FRESH MARKET INFORMATION

⚠️ ASPARAGUS

Markets continue to be steady as weather conditions improve in Caborca.

AVOCADOS

Harvesting and shipping numbers are significantly higher than expected for this time of year. Quality continues to be good and markets remain steady.

BEANS - GREEN

Supplies remain steady, we should not see any issues for a while.

BERRIES - BLACK / BLUE / RASPBERRY

Blackberry and raspberry supplies are steady out of Mexico. Chilean blues are still shipping with good quality. Florida has started production in a small way. Prices are steady.

⚠️ BERRIES - STRAWBERRIES

Florida and Mexican harvests are slowing down. California continues to see a lot of rain. Product will be tight through Easter.

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FRESH MARKET INFORMATION

 BROCCOLI / CAULIFLOWER	Broccoli and cauliflower remain tight due to past weather in Yuma and Mexican growing areas. Prices are elevated.
CELERY	Demand continues to be high, while supplies are light. Prices are very high.
CILANTRO / PARSLEY / GREEN ONION	Weather in Baja is steadying the green onion and cilantro markets - prices are down this week.
CITRUS - LEMONS / LIMES / ORANGES	Lime prices continue to climb with no relief in sight due to past rain and cold weather in the growing areas. Good supplies of oranges, tangerines, minneolas, mandarins, etc. out of CA. Florida is in the downturn of grapefruit and tangerine production, but both are still available. Lemons are in good supply as we transition growing regions, demand has lessened.
CORN	Supplies are now good out of south Florida. Great quality. Prices are falling.
CUCUMBERS	Weather in Mexico has halted production leaving a gap in the market. Product out of Honduras has good volume. Prices are rising. Availability will be an issue.
EGGPLANT	Starting to see some product out of Florida. Still a mix of both offshore and domestic. Supplies are better. Prices have dropped.
GRAPES	Supplies continue to improve on both coasts. Markets are reacting with lower prices and should continue to fall over the next few weeks.
 ICEBERG / ROMAINE / LEAF LETTUCE	The weather in Yuma is improving and supplies are responding accordingly. Iceberg is still a bit firm and prices are elevated, but not as high as last week. Cold, rainy weather over the last couple of weeks has created quality issues that continue.
 MELONS	Overall shipments for honeydew and cantaloupe out of Central America down by about 25% compared to last year - cantaloupe supplies look to tighten up next week while honeydew remains short. Watermelons improving. Florida's season will begin in about a month.
ONIONS	White onions have become extremely tight, prices continue to rise. Good volume and quality with reds and yellows.
PEPPERS	Green pepper market has gone crazy. Supplies are extremely tight. We look to be in a transition gap for the next 7-10 days. No relief in Mexico as they are still battling weather issues. Red and yellow supplies are extremely active due to the green pepper shortage.
 POTATOES	Market is becoming more active. Sizing has become an issue. Larger potatoes, 60ct and larger will be tight and remain so for the remainder of the storage season. Starting to see some quality issues with peppers and some decay. Best value is 70ct or smaller.
SQUASH/ZUCCHINI	Supplies on both yellow and green squash have improved. Quality is good. Pricing continues to come down.
STONE FRUIT	Stone fruit availability is improving with good supplies of plums, peaches, and nectarines.
TOMATOES	With the recent cold weather and rain, supplies have suffered. Prices have gone up. Quality remains good with what product is available. Romas are facing issues with no relief in Mexico due to the recent weather.