

THE FRESH REPORT

Week of April 15, 2019



Availability subject to change.

GROWING AREA FORECASTS

WEST COAST

Temperatures are mild to warmer this week as weekend wind storms bring higher pressure system.

EAST COAST

Spring showers continue along with mild to warmer temperatures.

MEXICO

The central areas are experiencing generally seasonably warm and dry conditions.

TOP PICKS

Strawberries - GA Grown #5635

Fresh Morel Mushrooms #4683

Fresh Ramps #9339

Fiddlehead Ferns #8265

Gold Nugget Mandarins #5237

FRESH MARKET INFORMATION

! ASPARAGUS

Markets on both coasts are down due to good supply with less demand. Look for a decline in supplies over the next few weeks as fields start to close due to seasonality in the Caborca region.

AVOCADOS

Supplies out of Mexico remain tight and will remain so for the next few weeks until we get through Easter. Next week will be challenging with Holy Week. Expect about 50% less volume out of Mexico due to no harvesting. On a brighter note, California is producing more fruit, but mainly on the 48ct #1's.

BEANS - GREEN

Supplies and quality remain excellent out of Florida. By May we should see the growing region shift to Georgia.

BERRIES - BLACK / BLUE / RASPBERRY

Florida is ramping up blueberry production. Prices are a bit higher. Blackberries and raspberries are light out of Mexico due to weather and shipping delays.

BERRIES - STRAWBERRIES

California volumes have increased and prices are much lower. Georgia product is now available. Quality is much improved and should continue to be strong for the coming weeks.

FRESH MARKET INFORMATION

BROCCOLI / CAULIFLOWER	Broccoli and cauliflower supplies are steady. Prices have dropped a bit as we have product in several areas as a result of recent good weather.
 CELERY	Demand continues to be very strong and supplies are not able to catch up. Prices will remain elevated until Oxnard/Salinas season go into peak production this summer.
CILANTRO / PARSLEY / GREEN ONION	Markets are steady with good supply and overall strong quality out of Yuma and Mexico.
CITRUS - LEMONS / LIMES / ORANGES	Oranges continue to be in good supply out of FL and CA. Lime market is still very active and with next week being Holy Week. Expect supplies to remain tight and pricing to continue to rise. Lemons are peaking towards larger sizes, making the smaller sizes more expensive.
CORN	Starting to see more supply on corn. Quality is good. Pricing is easing. Will see more and more available as weather stays consistently warm.
CUCUMBERS	Good supplies out of Florida and Mexico. Quality overall is good and prices are at normal levels. We will start to see GA product next month.
EGGPLANT	Good supply. Quality is strong. Pricing is steady.
 GRAPES	Green grapes will remain very tight as there are no more arrivals hitting ports from South America. We're weeks away from Mexico's season. Reds shipping in good supply and quality.
ICEBERG / ROMAINE / LEAF LETTUCE	Yuma is wrapping up. Strong supply out of Salinas on leaf items. Iceberg demand has really picked up and the prices are increasing daily. Overall quality is improving.
MELONS	Florida watermelons have started in a small way, with production increasing weekly. Ideal growing conditions in Central America have softened the cantaloupe and honeydew markets.
 ONIONS	Prices are escalating quickly. We're winding down on the Northwest season and supplies are dwindling. Red and yellow supplies are becoming challenging. White onions are all but done with only product coming out of Mexico. The struggle will continue until we start in California at the end of April and New Mexico in May.
PEPPERS	Green peppers have tightened up again. Some gapping in growing region; not an abundance of product. Expect market to stay very active until GA starts the second week of May. Red and yellow supplies increasing daily out of Mexico. Prices coming off. Quality has been average.
 POTATOES	Sizing is becoming more of an issue, especially on large potatoes. Markets remain active. Shippers are requesting 3-5 days advance notice on loading product. Expect this to continue and worsen throughout the remainder of the storage season.
SQUASH/ZUCCHINI	Supplies good out of FL. GA product starting. Good quality, normal pricing.
STONE FRUIT	Florida peaches are shipping in a small way. We are still a couple of weeks out from CA plums and nectarines.
TOMATOES	Overall supply strong. Quality is good. Pricing is normal.