

# THE FRESH REPORT

WEEK OF MARCH 4, 2019



Availability subject to change.

## WEST COAST

Yuma and inland desert regions will continue warming trends, while more rain is expected to hit the coasts.

## GROWING AREA FORECASTS

### EAST COAST

A cold front moves along the east coast next week, dropping temperatures significantly.

### MEXICO

Warm, dry conditions continue, especially in Southern and Central Regions.

## TOP PICKS

Beets, Red - GA Grown #1308

Corn, Yellow #1626

Fresh Rhubarb #6201

Apples, Empire #3658

Rocket Arugula #7595

## FRESH MARKET INFORMATION

### ⚠️ ASPARAGUS

No change in crop yields due to recent cold fronts. Weather outlook for weekend looks to be improving as warmer nights and afternoons are in the forecast.

### AVOCADOS

Prices continue to strengthen this week. Harvest in Mexico remains steady.

### BEANS - GREEN

Supplies remain steady. We should not see any issues for awhile.

### BERRIES - BLACK / BLUE / RASPBERRY

Steady supplies out of Mexico and Chile. Prices are stable.

### ⚠️ BERRIES - STRAWBERRIES

Extreme weather continues to impact strawberry supplies, especially out of California. Florida is seeing shorter supplies this week as we've moved past peak product. Mexican supplies is also remain lighter. Prices are higher this week.

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## FRESH MARKET INFORMATION

 BROCCOLI /  
CAULIFLOWER

Extreme shortage on cauliflower. Broccoli is active due to cold temperatures. Prices are climbing again.

CELERY

Supplies are very short due to cold and rain in the growing areas. The market remains strong, with several quality defects including splitting and pitting.

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 rains and cold weather in 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 still available. Lemons are in less demand and good supply as we transition growing regions.

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

Iceberg market is very active - cold nights damaged crops and slowed growth. Romaine and other leaf items have also been affected by weather. Weather should improve next week. However, prices will remain high and quality issues will continue through the end of Yuma's season.

 MELONS

Overall shipments for honeydew and cantaloupe of out Central American 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 and prices continue to rise. Good volume and quality with reds and yellows.

PEPPERS

Supplies are scarce out of the west coast, leaving only Florida to pull from. With less acreage in Florida this will tighten supplies and cause prices to increase. Red and yellow peppers are scarce again this week with prices climbing rapidly.

 POTATOES

Market activity increasing. Sizing has become an issue. Larger potatoes, 60ct and larger will be tight and remain so for the remainder of the storage season. We'll start to see some quality issues with peppers along with some decay. Best value is 70ct or smaller.

SQUASH/ZUCCHINI

Supplies in Florida have been good. Weather issues in Mexico have halted supplies, leaving only Florida to pull from. This shortage will definitely put on strain on supply. We could see some gaps. Prices have risen.

STONE FRUIT

Stone fruit availability is improving, with good supplies of plums, peaches, and nectarines.

TOMATOES

Prices have risen a bit due to recent rain issues. Overall supply and quality are good.