

Availability subject to change.

# THE FRESH REPORT

Week of March 16, 2020



## GROWING AREA FORECASTS

### WEST COAST

A cut-off low-pressure system off the California coast will bring rain from northern CA to Northern Mexico mid-week. Heaviest precipitation looks to be across the southern half of the state and Northern Baja before clearing out by Friday. The Southwestern Desert regions are likely to be impacted with up to 1/2 inch of rain as this system rolls through.

### EAST COAST

A high-pressure ridge will keep Florida dry and gradual warming into the weekend. Slight cooling expected over the weekend due to a dry cold front passing by. The ridge rebuilds next week with a warm and dry pattern through next week.

### MEXICO

Slightly above normal temperatures and isolated showers look to continue across Mexico into next week.

## TOP PICKS

Fennel Pollen #2839

Kale, Baby #7676

Mandarins #5236

Raspberries #1321

Rhubarb #6201

## FRESH MARKET INFORMATION

### ASPARAGUS

Production and quality are excellent both regions in Mexico (San Luis/Caborca). This trend should continue through the middle of March. Demand is currently low.

### AVOCADOS

Demand tapering off but still exceeding supply. Market still active. CA harvesting light supply in response to Mexican market. Early season fruit will take longer to ripen due to very low dry matter. Mexican supply still light. Larger fruit continues to be a challenge and remains limited while holding at a premium. Trees continue to provide an excess of small (60 and smaller) fruit as well as #2 grade fruit. Quality is good to fair. Fully ripened fruit may be less available.

### BEANS - GREEN

Readily available. Quality is good to excellent. Temps in FL have cooled; decreasing supplies.

### BERRIES - BLACK / BLUE / RASPBERRY

Blackberries in better supply coming out of Mexico. Quality has been fair with red cell and uneven coloring present in some lots. Raspberries still limited out of Mexico. Quality has been fair. Pricing is elevated. Blueberries continue to be in short supply. Chilean imports are sporadic. Mexican production just beginning to pick up in newer growing areas. Florida production just begun with lower yields which are expected to increase gradually over the next three weeks. Quality has been generally good from all three regions.

### BERRIES - STRAWBERRIES

Market is definitely firming up in the areas of Santa Maria/Oxnard, CA, TX, and FL. Oxnard and Santa Maria have higher quality fruit right now with Mexico and FL dealing with sporadic rain and plants nearing end of their growth cycles. Look for market to remain firm through the end of the week. Quality issues related to wet weather have been reported primarily out of the Mexico, Baja, and Florida regions. California's quality has been good.

### BROCCOLI/ CAULIFLOWER

Broccoli remains steady from better yields/more supply in pipeline. Next week looks good as well. Slight purpling caused by recent cold weather, some mechanical damage, and occasional yellow cast continues. Cauliflower market not recovering as well. Good quality with slight bruising /yellow cast. As Yuma weather improves, cauliflower should come down.

## FRESH MARKET INFORMATION

CELERY	Supplies exceeds demand in Oxnard, Santa Maria, and Yuma. Overall quality continues to be strong. Market continues to be flat. Demand is minimal. All sizing available.
CILANTRO / PARSLEY / GREEN ONION	Cilantro and green onion market remains steady from warmer weather. Good supplies in Yuma, Mexico, and Southern California. Cilantro quality is good with an occasional yellow leaf. Look for cilantro market to adjust going into next week with warmer weather this week.
 CITRUS - LEMONS / LIMES / ORANGES	Oranges, grapefruits available out of Florida. Tangerines in Florida winding down. California Navel supplies are peaking on 72/88/113's with great quality. 138's continue to be a struggle with light supply. Current markets steady on the larger sizes. Lemon supply plentiful across all sizes. Limes are at tail end of the harvest season. We can expect new harvest in about 2-3 weeks. Currently, we're seeing the majority in large sizes, 110/ 150's. This is expected to shift when the new harvest starts and we expect the majority of volume to be in 230/250's. Growing regions have had rain - expect this to continue this week. Rain will limit harvesting and supply. We can expect markets to climb weekly and firm up for the month of March.
CORN	Corn market remains steady out of Florida.
CUCUMBERS	Super cucumbers in tight supplies. Select cucumbers supplies are steady from Honduras. Growers in Honduras are packing a high percentage of select cucumbers due to a lot of wind throughout Central America. This is causing fruit to scar and curve more than is allowed in a super select. A few cucumber growers in Honduras will harvest through March but most growers are starting to wind down for the season. Look for FL to start late March, early April.
 EGGPLANT	Eggplant is in short supply in South Florida. High winds in Florida are effecting yields. Expect this trend to continue until the middle of March when some new plantings start in Florida.
GRAPES	Peruvian imports coming in light and transitioning to more Chilean fruit available. Medium to large sizing. Steady pricing on greens. Excellent quality. Better availability of reds this week.
ICEBERG / ROMAINE / LEAF LETTUCE	Overall market is flat. No rain in forecast in Yuma or southern CA for all of next week. Defects fairly common industry-wide. Steady production expected in Yuma region all week.
MELONS	Guatemala, Honduras, and Costa Rica shipping good volume of cantaloupe and honeydew. Optimal growing temps (80's-90's) in Central America. Market and demand remain steady. Size curve trending towards larger-sized fruit. Watermelons from Mexico have decreased in volume and size this week. Mostly smaller sizes being packed. Quality is mostly fair.
ONIONS	Markets remain low as supplies are plentiful in the NW. Weather causing delays in loading/transport of product. Some translucency, part of the natural process of the onion has been seen in some of the storage crop, typical for this time of year.
 PEPPERS	Green bells in tight supplies in South FL. Both coasts of FL are harvesting bells, most have started new fields that have not reached full production yet. Production has been slow for the past few days due to cold morning temps throughout most of South FL. Growers hold back from harvesting when temps are cold in the mornings for fear of damaging plants. With temperatures rising considerably as the week goes on we expect production to pick up.
 POTATOES	Markets remain elevated on 40ct through 80ct, as well as 10oz #2 grade. Winter storms during harvest season affected 2020 storage crop. Cold weather in Idaho with freezing temps, snowdrifts, and road closures slowed production. Transfers from cellars to packing facilities are limited to avoid freezing potatoes. Reds and gold storage supply also effected by inclement weather, and crop loss. Reds were hit the hardest, with B sizing the most volatile.
 SQUASH/ZUCCHINI	Squash supplies very tight. Cool temps and wind have kept plants from producing volume. Yellow squash has been hard hit with most shippers struggling to fill orders. With much warmer temps forecast for the rest of the week shippers are hoping for increased supplies"
STONE FRUIT	Consistent weekly arrivals of Chilean stone fruit. All varieties available including white and yellow peaches and nectarines as well as red and black plums.
TOMATOES - ROUND /ROMA /GRAPE/ CHERRY	Several days of cold weather may have slowed production in the short term. Market mainly being driven by Mexican supply. New fields scheduled for spring beginning harvests. First picks of season entering market, moving size profile up going into next week. Overnight, Roma prices have been halved to meet new imports from Mexico where market has suddenly fallen off. Grape and cherries improving as operations transition to Palmetto/Ruskin District.