

THE FRESH REPORT

Week of January 11, 2021

Availability subject to change.



GROWING AREA FORECASTS

WEST COAST

Warmer than normal temps with dry conditions will run through the weekend. No rain in forecast.

EAST COAST

Dry conditions with mostly cooler than average temps expected this week.

MEXICO

Seasonal temps with dry conditions over the next 5 days.

TOP PICKS

Blood Oranges #5642

Pearl White Onions, Peeled #6509

Satsumas, Local #3924

Sweet Potatoes, Fingerling #5325

Sunchokes #2822

FRESH MARKET INFORMATION

⚠️ ASPARAGUS

Supplies have reduced in Mexico due to transition. Protesting in Peru has caused issues with harvests. Peruvian asparagus is trying to keep up with demand. Expect market to climb.

⚠️ AVOCADOS

Inventories are lean, and availability is limited. Due to 2 weeks of little-to-no harvest, markets are stronger, and demand has increased. As suppliers attempt to replenish inventories, the industry will experience an elevated market for the month of January. Quality has been great. Current size structure peaking on larger sized fruit.

BEANS - GREEN

Good supply and quality of French beans from Guatemala. Florida green bean production remains short, but demand is also down. More production from Mexico is driving down the Florida market, despite the lower supply.

BERRIES - BLACK / BLUE / RASPBERRY

Steady Mexican production and lighter demand is keeping the blackberry and raspberry market flat. Multiple countries of origin are producing steady supplies of blueberries. This market will remain flat through the end of this week.

⚠️ BERRIES - STRAWBERRIES

Oxnard, Central Mexico and Florida have all recently experienced inclement weather to some extent with either rain, cold temperatures or both. This is resulting in an overall shortage of product. All are seeing reduced numbers due to adverse weather. Market is active.

BROCCOLI/ CAULIFLOWER

Markets are steady as supplies are consistent out of Yuma and Santa Maria. Look for this market to move slightly lower going into the weekend.

FRESH MARKET INFORMATION



CELERY

Celery market is very active on all sizes. Plants in Oxnard/Santa Maria as well as the desert region are below normal sizing due to cold temperatures in these growing regions. Unusually strong demand the last two weeks in December is also a contributing factor to low supplies. Expect light availability for the next few weeks.

CILANTRO / PARSLEY / GREEN ONION

Supplies out of Mexico are tighter as the cold weather is hampering growth. Watch for this market to stay strong going into the weekend.

CITRUS - LEMONS / LIMES / ORANGES

Desert crop supplies are steady on lemons. Central region packing houses are in full swing. Lemon market is steady. We are seeing steady markets across all sizes of limes. Navel supplies on small sizes 88's and smaller are starting to tighten up due to school demand and markets are firming up. Florida oranges are in steady supply. We are also stocking Florida Tangerines, and Satsumas out of South GA/North Florida. Florida and Texas Grapefruit supplies are steady.



CORN

Hundreds of FL corn acreage has been lost due to record rains in October. Yields are down by 75% in the acres that have been salvaged. Much of the harvest is not making fancy grade. Growth has also been slowed by recent cold temps. Prices will remain high through mid January when product transitions from Belle Glade to Homestead.

CUCUMBERS

Continuous supply and demand is keeping market steady with good quality. Domestic supply is dwindling and will be moving into all imports over the next week.

EGGPLANT

Eggplant demand is meeting supply; quality has been very good.

GRAPES

Domestics are finished. Imports are in good supply.

ICEBERG / ROMAINE / LEAF LETTUCE

Demand has picked up to begin this week on Iceberg. Aside from some outer leaf damage due to cold weather, the overall quality is above average. Things may change for the worse as ice is expected by the middle to end of this week with temps hitting the low thirties. For now, supplies look to be moderate to good for the rest of the week. Good supplies continue for the week on romaine as well as hearts and all leaf items. Overall demand is off. Common defects reported upon arrivals include occasional fringe/tip burn as well as blister and epidermal peel due to cool weather in growing regions. Labor issues continue to be a factor with multiple shippers. Crews are expected to be better equipped by next week.



MELONS

The industry remains in a demand exceeds supply situation. Very limited offerings in the pipeline. Yields on cantaloupe and honeydew continue to be considerably low. Realistically, we anticipate melon production could be negatively impacted through February.

ONIONS

Ample supplies of high quality storage onions are available from the northwest. Demand is higher on red and white onions with exports to Mexico. Quality is excellent.

PEPPERS

Market on green bells is steady. Red and yellow bells are still strong. New fields on red and yellow bells should start in Sinaloa in about 7-10 days.

POTATOES

Idaho continues to ship storage. Burbanks, which have undergone the sweat process are available at an up-charge; but limited. Quality is excellent; peaking on 70 CT cartons.

SQUASH/ZUCCHINI

Cooler weather is keeping squash to the smaller sizes of fancy and extra fancy. Market may see some strengthening if cooler weather persists.

STONE FRUIT

Imports available upon request.



TOMATOES

Demand continues to exceed supply. Florida volume is light following intermittent cold rainy conditions increasing disease pressure. The size of the round tomato crop is sitting much heavier on smaller sizes while bigger fruit remains limited. New supply from Mexico continue to build and expected to flush mid month. Romas and grape tomatoes have begun to decrease and rounds will follow in the next 7-10 days.