



THE FRESH REPORT

Week of February 22, 2021



Availability subject to change.

GROWING AREA FORECASTS

WEST COAST

High pressure moving into the area producing clear skies, but onshore winds remain breezy with gusts up to 30 mph thru Tuesday. Daytime highs will remain near to above average thru mid week with 60s to low 70s.

EAST COAST

Warm southerly flow increased on Monday and scattered light showers will move in ahead of a frontal system developing in the Gulf of Mexico. This low will produce moderate showers by the evening for south and central FL, with slightly heavier rainfall possible in the far northern counties.

MEXICO

Morning lows should be seasonal to slightly below. Only a slight chance of some spotty light frost.

TOP PICKS

Chard, Swiss, Red #8027

Mushroom, Hedgehog #4675

Peas, Hulled, English #9505

Plums #5540

Pomegranates #8460

Radish, Watermelon #6109

FRESH MARKET INFORMATION

ASPARAGUS

Great supplies coming out of Caborca Mexico. All sizing and packs available with aggressive pricing. Look for this market to continue remain steady.

AVOCADOS

Mexican avocado markets continue to climb. Demand is lighter at these higher prices. Size 48's are in very high demand followed by 60's. Mexican growers are seeing a decrease on #1 grade fruit and an increase on #2 grade fruit. We anticipate markets will remain strong with the upcoming holidays in Mexico, Holy Week & Benito Juarez Day, during which there will be very little harvest activity. Weather in Texas adding to an already active market causing delays on crossings from Mexico in to the US, and shipping delays with trucks. The next few weeks will be challenging.

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

All mixed berries are in short supply due to logistical and weather issues.

BERRIES - STRAWBERRIES

Strawberries remain in short supply even after the Valentine's Day pull has subsided. Cooler temperatures in all growing areas are causing a reduction in yields.

BROCCOLI/ CAULIFLOWER

Broccoli and cauliflower supplies are abundant out of Yuma, Santa Maria, and Mexico. Look for this market to continue to be steady into the weekend.

FRESH MARKET INFORMATION

CELERY	This market overall continues to be steady. Supplies continue to be strong out of Oxnard and Santa Maria. Yuma has moderate availability on all sizing. Quality continues to be good in all the growing regions.
CILANTRO / PARSLEY / GREEN ONION	Supplies have improved out of Mexico as demand has come off. Watch for this market to continue adjusting lower as we head into the weekend.
 CITRUS - LEMONS / LIMES / ORANGES	Lemon supplies and quality is looking steady. Peak sizes are 140/115/165. The lime market is expected to be active, as availability is in a decline in most growing regions in Mexico. Current production cycles are concluding. However, the new crop is not ready for harvest. Harvests are producing low yields due to cooler temperatures. More availability on large sizes 110/150's; small fruit 250/200's will be extremely tight. Pricing is expected to be firm and active through February and into March. Navel supplies are improving. Market on small sizes is holding firm. Fruit is primarily fancy grade. Florida oranges are in steady supply. We are also stocking Florida tangerines. Satsumas season has ended. Florida and Texas grapefruit supplies are steady.
 CORN	South Florida has been hit with extremely low, freezing temperatures for an extended period of time causing catastrophic damage to corn supplies. Both current harvest fields and young fields for spring harvest have been impacted. This will reduce yields and production and elevate prices for the next couple of months.
 CUCUMBERS	Mexico supply has gone down over the past 10 days and has pushed pricing up. Decreased supply in Mexico has increased demand on Honduras. Some issues with shipments getting into port from Honduras. Prices are elevated. Weather in Mexico and Honduras looks good for the next week, which should help increase supply.
EGGPLANT	Eggplant supplies are improving. Quality is good.
GRAPES	Market is higher due to rain in Chile which may cause damage.
ICEBERG / ROMAINE / LEAF LETTUCE	Iceberg market is flat overall. Poor weather in Texas as well as the Midwest and east coast has slowed down demand tremendously. Yuma weather is ideal and is bringing production on rapidly. Aside from some discoloration on outer leaves as well as some slight pinking, the quality is above average. Romaine as well as green and red leaf will have steady supplies all week. Expect good availability of romaine hearts as well. Like lettuce, this market is flat on leaf items. Supplies are expected to be moderate to good for the entire week. Aside from some fringe and tip burn the overall quality is above average.
MELONS	Cantaloupe market is slightly lower but still strong. Demand is good on all sizes especially larger sized 9's fruit. These next few weeks will be challenging but we do anticipate the market to improve in March. Honeydew demand is light and markets are slightly lower. Quality has been fair and brix levels are ranging 10% or better.
ONIONS	Supplies of new crop Mexican onions are ramping up. Cold weather in Texas has affected new crop harvest dates; too early to tell extent of damage. Northwest crop has excellent supply of good quality onions. Market is expected to firm until CA and NM begin in May.
PEPPERS	Good supplies and quality on green bell, red bell, and yellow bells.
POTATOES	Potato Lover's month has ended. Carton market is weak. Expect market to begin a gradual climb early March. Quality is excellent. Burbanks and White Russets are available at a surcharge of the Norkotah market price.
SQUASH/ZUCCHINI	Soft markets on squash zucchini but some strength for next 10 days due to some fields ending and new ones just starting. Overall good quality.
STONE FRUIT	Stocking Plums. Peach and nectarine imports available upon request.
TOMATOES	Demand is light and the market has come down. Mexico is in full swing production with great weather but Florida has had some nights with cold temperatures that will lessen yields in mid March. Quality is good and pricing is steady more than likely through the remainder of this month.