



THE FRESH REPORT

Week of April 5, 2021

Availability subject to change.

GROWING AREA FORECASTS

WEST COAST

Near record high temps expected. Look for low-upper 80s coast to inland valleys. High temps drop back to the mid 60s coastal, upper 60s-mid 70s inland.

EAST COAST

High pressure continues to ridge into Florida from the Bahamas bringing isolated rain showers to northern Florida.

MEXICO

Warm temps will continue. Ninety plus temps should be seen over most of the area.

TOP PICKS

Carrots, Baby, w/Tops Tri-Color #9362

Chard, Swiss, Rainbow #8028

Potatoes, Red #5555 & 5553 FL Grown

Onions, Vidalia Bulb #6510

Oranges, Mandarin Golden Nugget #5237

Radish, French Breakfast #6115

FRESH MARKET INFORMATION

ASPARAGUS

Supplies are plentiful on all sizes of asparagus with good quality and good pricing.

AVOCADOS

No harvests during Mexico's Holy Week along with heavy demand continues to keep pricing higher than normal, particularly on 48 CT and larger sizes. Smaller sizes and #2 grade product are the best values. Quality is good.

BEANS - GREEN

Good supply and quality of French beans from Guatemala. Florida green bean production is steady.

BERRIES - BLACK / BLUE / RASPBERRY

Central Mexico's blackberry and raspberry harvests have lightened, causing a temporary shortage until California's season ramps up. Quality is fair. Chilean blueberry season is winding down. Mexican production is light due to Holy Week and a shortage of labor.

BERRIES - STRAWBERRIES

Easter demand was high as expected. Mexican and Florida harvests are winding down, leaving California as the primary growing region. Quality is good, pricing is higher.

BROCCOLI/ CAULIFLOWER

Growing region transition continues with harvests moving out of Yuma into Santa Maria and Salinas Valley. Quality and pricing are good.

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FRESH MARKET INFORMATION

CELERY

Field transition has not affected celery supplies as much as other row crops this month. Supplies and quality are good.

CILANTRO / PARSLEY /
GREEN ONION

Mexico's harvest is steady with good quality and pricing.



CITRUS - LEMONS /
LIMES / ORANGES

Lemon supplies and quality is looking steady. Peak sizes are 140/115/165. The lime market is still active. Mexico's harvest is very light this week due to Holy Week and pricing is active. Navel supplies are steady. Fruit is primarily fancy grade. Florida oranges are in steady supply and will continue through May. Florida tangerines are winding down. Grapefruit out of FL and TX has ended for the season. Product is now coming out of CA. Prices are higher.



CORN

Homestead, FL harvests are coming to an end and seeing reduced yields. The spring acreage in Belle Glade, FL will not start until mid April. Supply will remain light until the new acreage starts. Prices are high.

CUCUMBERS

Good quality and availability. Pricing is steady.

EGGPLANT

Quality is fair, supplies are abundant, especially choice grade product.



GRAPES

Supplies have tightened up as the imported season comes to an end. Reds are in better supply than Greens. Supplies are light, but there is enough to meet current demand. Uneven quality and pricing is expected to continue for the next few weeks.

ICEBERG / ROMAINE /
LEAF LETTUCE

Good availability on Iceberg. Production is coming out of Yuma, Salinas, Huron, and Santa Maria. Aside from some isolated stem decay and tip burn, most shippers are producing good quality. Growing conditions have been ideal. Supplies are good on all bulk and processed Romaine out of Yuma, Santa Maria, and Salinas. Minor cases of stem decay and tip burn are reported with overall good quality.

MELONS

Pricing is trending down, particularly in the East where imported product is more plentiful. Quality is excellent with a great flavor profile. Mexico's harvest is light ahead of field transition in the next few weeks. Domestic honeydew should become available by mid to late April.



ONIONS

Supplies are tight, particularly on medium sized product. Northwest storage supply is winding down. Expect diminishing quality as the season ends. Storing onions between 32 and 40°F will help maintain shelf life. Pricing is expected to continue higher until the end of April when California's harvest begins. New Mexico is on track to start in June.

PEPPERS

Mexico's growing region transition from Sonora to Sinaloa has lightened supplies on green bells. Florida and East coast supply is good. Prices are slightly increasing. Reds are more plentiful. Quality is good across all colors and grades.

POTATOES

Quality is very good. Demand from food service is low. Expect Norkotahs to remain on the market through April.

SQUASH/ZUCCHINI

Supplies are abundant on both yellow and zucchini; quality is good.

STONE FRUIT

Stocking plums. Peach and nectarine imports available upon request.

TOMATOES

Supplies continue to be very good on all rounds and Romas. Grape supplies have also improved quicker than anticipated. Mexico's harvest is yielding as expected and Florida has begun harvesting "crown picks" from the new fields, meaning larger size product is more plentiful in the East. Quality is good.