



THE FRESH REPORT

Week of May 3, 2021



Availability subject to change.

GROWING AREA FORECASTS

WEST COAST

Warmer daytime temps expected with overnight lows in the 50's. No rain in forecast this week.

EAST COAST

High 80's to low 90's much of this week in FL as winds switch to southerly direction by Thursday

MEXICO

This week average temperature is 15-20 degrees above normal with no rain in the forecast for the next 5 days.

TOP PICKS

Corn, FL grown #1626

Lettuce, Kalera Mix #4054

Onions, Vidalia, GA Grown #2997

Peas, English #9505

Rhubarb #6201

Watermelon, Seedless, FL Grown #4410

FRESH MARKET INFORMATION

ASPARAGUS

Supplies have tightened on all sizes as Mexico transitions regions. Peru's good production continues while domestic product remains very light. Good quality through Mother's day.

AVOCADOS

Market pricing remains on the higher side due to strong demand on both FS and retail for Cinco de Mayo; especially 60ct and #2, both CA and Mexico are fully harvesting. Quality is good, smaller avocados are a better value.

BEANS - GREEN

Good supply and quality of French beans from Guatemala. Domestic green beans are tightening due to recent storms in FL. Prices are on the rise, expect conditions to continue for the next 2 weeks.

BERRIES - BLACK / BLUE / RASPBERRY

Blackberry and raspberry quality is good. Supplies are light due to previous cold weather in Mexico. CA will begin in 2 weeks. Blueberries are light on production due to rain and hail in GA & FL. CA will ramp up in mid May, prices are high.

BERRIES - STRAWBERRIES

Market continues to be tight due to high demand and light supply caused by cooler weather last few week; expect this situation to continue through Mother's day.

BROCCOLI/ CAULIFLOWER

Supplies and quality are good out of Salinas, Santa Maria, and Mexico. Pricing is steady. Cauliflower pricing is high due to shortages, slow growth, and sizing.

FRESH MARKET INFORMATION

CELERY Good production out of Southern CA, Mexico, and FL. Quality is good.

CILANTRO / PARSLEY / GREEN ONION Quality, availability, and pricing is steady.



CITRUS - LEMONS / LIMES / ORANGES

Lemons - good quality on all sizes. Limes - pricing is higher, quality is good but supply is tight on 175ct and larger, 230ct and smaller are better. Oranges - quality is good on all sizes, 88ct and larger are better, with 113ct and smaller prices being higher.

CORN

Quality is good and flavor is excellent. Supplies continue to increase in all areas; pricing will remain steady. All colors available - we should continue to trend in a positive direction for the spring and summer months.

CUCUMBERS

Harvest in Mexico is improving! Quality is good; prices steady.

EGGPLANT

Good quality and availability on all sizes and grades. Expect this to continue through mid-May as Sinaloa crop finishes and Coachella begins.



GRAPES

Green - quality is poor and pricing is high as import season finishes. Mexican and domestic harvest starts in May. Red grapes are more reliable than green; quality is fair and pricing is steady.

ICEBERG / ROMAINE / LEAF LETTUCE

Iceberg- production continues to be strong out of CA. Leaf - whole, green and red leaf remains steady while Romaine hearts are less available this week.

MELONS

Cantaloupe -with heavy rain in Central America, pricing is higher. 9ct & larger are most available and quality is good. Honeydew- pricing is higher as import season ends late May and domestic harvest begins - quality is good with a brix level of 10% or better.



ONIONS

Prices and quality are steady. California harvest has started. White onions are finished in Idaho and Washington and Texas will be done in 2 weeks.

PEPPERS

Green- good pricing on all grades, plentiful out of Mexico and Coachella. Red & yellow are less available with higher prices as the season in Nogales comes to an end.

POTATOES

Quality is good, #2 and 80ct & smaller remain best buys while 70ct and larger are more scarce and expensive.

SQUASH/ZUCCHINI

Quality is good, supplies have slowed a little on both yellow and green with potential for price increase. Santa Maria will begin harvest at the end of May.

STONE FRUIT

California has started harvesting with light production; expect production increase in the next 2 weeks. Quality is good.

TOMATOES

Rain in Florida last week slowed production briefly. However quality is good with pricing possibly higher.