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Market Alerts

Transition – The northward seasonal movement of major growing regions from Yuma, AZ to central California has begun. This typically lasts from mid-March through April, and row crops such as lettuces, broccoli, cauliflower and celery are more susceptible to supply disruptions and quality issues. Be sure to read The Produce Market Advisory weekly for up-to-date info and recommendations.

Squash – Supplies continue to be limited for both Zucchini and Yellow in all parts of the country. Both Mexico and Florida are harvesting lighter than usual. Quality is fair, with wind scarring commonly reported, and pricing is higher than normal.

Cucumbers – Mexico's extremely light harvest, coupled with widespread wind scarring on the Honduran imports, has kept supplies low and quality fair on all field-grown product. **Select Grade** is the best value.

Broccoli/Cauliflower – Heavy rains in Yuma last week have slowed harvests of both Broccoli and Cauliflower. Quality is fair on bulk product, with yellowing and internal decay reported, and pricing is higher than usual.

Crowns and **Florets** are the best quality options.

Avocados – Supplies are slowly improving, but pricing remains higher than normal, particularly on larger fruit. **#2 Grade, 60 CT** and smaller sizes continue to be the best overall value.

Green Grapes – Supplies will become limited over the next week and really have a steep fall off in 2 weeks. Supplies are expected to be a challenge through transition in mid April. Expect market prices to climb steadily.

Potatoes – Large size potatoes **40 count** through **70 count** and **10oz #2 grade** potatoes will become scarce. Markets are active.

A Peek at Peak Seasons

Stone Fruit – Imported Peaches and Nectarines are very nice quality – ask your distributor for recommendations.

Kale – Quality is excellent, with full leaves and vibrant color.

Asparagus – All sizes of Asparagus are plentiful, with excellent quality.

Melons – Cantaloupe and Honeydew are great quality, with high sugar levels, color and shelf life.

Brussels Sprouts – Quality is very nice out of the Yuma harvest—the best of the past several weeks.

Apples – All seasonal varieties continue to be plentiful, with excellent quality.

Grapefruit – Texas and California are harvesting very nice quality fruit.

Weather Update

California – Heavy rain ending at the beginning of the week, seasonal temperatures.

Yuma AZ – Heavy rain ending at the beginning of the week, seasonal temperatures.

Mexico – Seasonal temperatures and precipitation in all growing regions.

Florida – Warm, dry conditions.



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Commodities at a Glance

 Apples	Quality and pricing are good	 Citrus (Lemons)	Quality and pricing are good	 Melon (Cantaloupe)	Quality and pricing are good
 Asparagus	Quality and pricing are good	 Citrus (Limes)	Quality is good, pricing is higher	 Melon (Honeydew)	Quality and pricing are good
 Avocado	Quality is fair, pricing is higher	 Citrus (Oranges)	Quality and pricing are good, 113 CT and larger are the best values	 Melon (Watermelon)	Quality and pricing are good
 Bell Peppers	Quality is fair, pricing is higher	 Cucumbers	Quality is good to fair, pricing is higher	 Onions	Quality and pricing are good
 Berries (Blackberries)	Quality and pricing are good	 Eggplant	Quality and pricing are good	 Pears	Quality is good, but smaller, low-grade Anjous are becoming less available and more expensive
 Berries (Blueberries)	Quality is fair, pricing is slightly higher	 Garlic	Quality is good, pricing is higher	 Pineapples	Quality and pricing are good
 Berries (Raspberries)	Quality is good, pricing is higher	 Grapes (Green)	Quality and pricing are good	 Potatoes	Quality is good, pricing is higher, 90 CT and smaller are the best values
 Berries (Strawberries)	Quality good pricing is higher availability light	 Grapes (Red)	Quality and pricing are good	 Potatoes (colored)	Quality is good, pricing is higher on Reds and Whites
 Broccoli	Quality is fair, pricing is higher	 Green Onions	Quality and pricing are good	 Squash	Quality is fair, pricing is higher on Zucchini and Yellow
 Brussels Sprouts	Quality and pricing are good	 Kale	Quality and pricing are good	 Tomatoes	Quality is good, pricing is higher, 5x6 and smaller Rounds are the best value
 Carrots	Quality and pricing are good	 Lettuce Iceberg	Quality is good, pricing is slightly higher		
 Cauliflower	Quality is fair, pricing is higher	 Lettuce Leaf	Quality and pricing are good		
 Celery	Quality and pricing are good	 Lettuce tenderleaf	Quality and pricing are good		

