

The Source

February 24, 2021



Market Alerts

Apples – Small **Grannys** and **Galas**, **Large Reds** and **Large Golds** are tight. Deals available on 12/3# bags and small **reds**.

Asparagus – Plenty of supplies in the pipeline coming out of Mexico. Market and supplies to continue to be steady going into the weekend.

Avocados – Avocado markets remain on the higher side and holding steady. Size 48's and 60's are limited and in high demand. Smaller sized fruit as well as #2 grade fruit continue to dominate the pack outs. With Mexico producing heavy yields of #2 grade fruit, the Mexican National market is consuming good numbers keeping that market active. Mexican growers continue to demand more money for their fruit. Look for California to ramp up production in March.

Bell Peppers – Overall good quality on **red**, **green** and **yellow** bells. Volume is consistent and market is steady to soft on some packs/sizes.

Berries (Blackberries) – Overall availability is still tight due to recent cold weather, market is firm.

Berries (Blueberries) – Product is becoming more readily available in all loading locations on offshore and Mexican imports.

Berries (Raspberries) – This item is still in very light supply but should become more available over the next few weeks.

Berries (Strawberries) – There is a general softening of the market in Florida and Texas as the West Coast remains fairly firm.

Broccoli – Plenty of Broccoli coming out of Santa Maria and Yuma. Steady market anticipated going into the weekend.



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Continued

Brussels Sprouts – Good supplies out of Mexico is keeping the Brussels Sprout market steady. Market to stay aggressive going into next week.

Carrots – Snack pack supplies are improving. Markets remain stable and supplies are steady on **cellos**, and **jumbos**. Supplies out of Georgia are limited.

Cauliflower – Steady supplies have been filling the pipeline in Santa Maria and Yuma. Look for this market to gradually go higher going into the weekend.

Celery – Large and small sizing will have good availability both in Santa Maria/Oxnard as well as Yuma. There has been some minimal fusarium, crop disease, but shippers are cleaning up in the fields before being packed. Demand is off and shippers are flexing. Expect steady availability for the entire week. This would be another crop to promote.

Citrus (Lemons) – Supplies are looking steady on small sizes, quality is looking nice. Lots of opportunities on load volume. 115's and larger are still holding firm and active. Please reach out for any advance prices.

Citrus (Limes) – The lime market is active, we're seeing a fluctuation on pricing and expect it to climb and change daily. Supplies will be limited going into March until new crop starts. We need orders in advance and flexibility to sub around on sizes for better coverage.

Citrus (Oranges) - We're seeing good supplies this week. Small size market is holding steady. Quality is looking great! Reach out for any advance prices.

Continued

Cucumbers – Increase on volumes has softened the market slightly. Overall great quality and condition.

Eggplant – Decent supplies on all sizes and quality has been very good. Volume is not significant but demand has been low as well.

Garlic – Steady supplies keep this market level.

Grapes (Green) – The market on greens continues to advance due to the Chilean rain event. Expect elevated pricing on greens for the remainder of the import deal.

Grapes (Red) – Red grapes were much less affected by the rains and pricing is more or less steady.

Green Onions – 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.

Kale – Supplies continue to stay steady keeping this market steady.

Lettuce (Iceberg) – Supplies continue to exceed demand on this commodity and this will likely continue for the rest of the week. Common defects being reported include minor insect/mildew presence as well as some occasional tip/ fringe burn. These defects are minimal, however. Shippers are looking for offers so promote as much as possible. Early forecasts indicate Huron will begin production in the third week of March.

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Lettuce Leaf – There will be good supplies of romaine as well as all leaf items for the week. **Romaine hearts** are expected to be abundant as well. Shippers are flexing and the quality continues to be good for all the commodities mentioned earlier. Aside from light fringe and tip burn, all is good. Weights on romaine are averaging 34-36 pounds with lengths of 12-13 inches. **Red and green leaf** will be 21-23 pounds.

Lettuce Tender Leaf – Steady supplies continue this week. Markets to stay steady going into the weekend.

Melons (Cantaloupe) – Markets on larger sized fruit (J9's/9's) remain strong with good demand. Markets on smaller sized fruit (12's/15's) are slightly lower with light demand. Current size structure trending large and brix levels continue to trend 10% or better. Current USDA Daily Movement Report indicates cantaloupes are down 36% year over year.

Melons (Honeydew) – Demand on honeydews is light and markets are about steady. Plenty of honeydews on the east as well as the west. Quality is good with occasional issues upon arrival. Brix levels continue to trend 10% or better. Current USDA Daily Movement Reports indicates honeydews are down 1% year over year.

Melons (Watermelon) – Demand is fairly light and markets are slightly lower. Good availability on Mexican as well as offshore fruit. Brix levels have been ranging 10% or better and seeing a wide range in quality and condition.

Continued

Onions – Texas new crop onions have been greatly affected by last week's freeze. Northwest growers have plenty of supply to last until new crop CA begins early May.

Pears – Good supplies of **Anjou and Bosc**. Smaller lower grade pears remain tight.

Pineapples – We're looking good out of both coasts. Current markets are stable and quality is looking nice. Please reach out if you need any advance prices for any ads or lids.

Potatoes – Plenty of deals available on cartons. Bale market is slightly more firm due to USDA box business. Expect pricing to begin an upward trend in March.

Squash – Increased supplies on both yellow and green and increased demand has kept markets steady, but opportunities are available on "off size" product – **XFancy and W/B packs**.

Stone Fruit – Market sharply lower on Nectarines. Peaches and Plums steady.

Tomatoes – Low demand has caused supply to bottleneck and FOBs are priced to incentivize buying. In the West, Mexico as at Mandated minimums across the board. Florida shippers have lowered pricing to compete with imports in Texas and Nogales. Despite freezing temperatures thought the country, tomato growing regions have gotten backed up on volume harvesting through weeks of warm temperatures. A cold snap during January may cause a spike in pricing mid march if demand picks up over the next 10 days.

Weather

California – High pressure builds over the region today making way for strong Santa Ana winds up to 45mph on Thursday. Winds taper on Friday and temps fall slightly below normal through the weekend.

Mexico – Above normal temps today give way to cooler but seasonal temps through Saturday. Dry conditions over the next 5 days.

Florida – High pressure dominates the pattern resulting in mostly dry conditions and a steady warming trend through the coming week.

Arizona – Unseasonably warms temps today and then a passing low pressure cools temps into the upper 60 to low 70s. Strong gusty winds Thursday afternoon up to 50mph. Then a brief warming on Friday and Saturday into the low 70s to low 80s.

A Peek at Peak Seasons

Apples	Grapes Green	Pineapples
Bell Peppers	Grapes Red	Strawberries
Carrots	Lemons	Squash
Cucumbers	Limes	Tomatoes
Eggplant	Oranges	

Freight





































Trucks remain tight in the Northwest, Idaho, and California. The National Average rose again this week and is now at 2.973 per gallon.



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Commodities at a Glance

 APPLES	Quality is good, pricing is steady	 CELERY	Quality is good, pricing is steady	 LETTUCE LEAF	Quality is good, pricing is steady
 ASPARAGUS	Quality is good, pricing is steady	 CITRUS (LEMONS)	Quality is good, pricing is steady	 LETTUCE TENDER LEAF	Quality is good, pricing is steady
 AVOCADO	Quality is good, pricing is higher	 CITRUS (LIMES)	Quality is good, pricing is steady	 MELON (CANTALOUPE)	Quality is good, pricing is higher
 BELL PEPPERS	Quality is good, pricing is steady	 CITRUS (ORANGES)	Quality is good, pricing is higher	 MELON (HONEYDEW)	Quality is fair, pricing is lower
 BERRIES (BLACKBERRIES)	Quality is good, pricing is steady	 CUCUMBERS	Quality is good, pricing is steady	 MELON (WATERMELON)	Quality is fair, pricing is steady
 BERRIES (BLUEBERRIES)	Quality is good, pricing is lower	 EGGPLANT	Quality is good, pricing is steady	 ONIONS	Quality is good, pricing is higher
 BERRIES (RASPBERRIES)	Quality is good, pricing is steady	 GARLIC	Quality is good, pricing is steady	 PEARS	Quality is good, pricing is higher
 BERRIES (STRAWBERRIES)	Quality is good, pricing is lower	 GRAPES (GREEN)	Quality is good, pricing is higher	 PINEAPPLES	Quality is good, pricing is steady
 BROCCOLI	Quality is good, pricing is lower	 GRAPES (RED)	Quality is good, pricing is steady	 POTATOES	Quality is good, pricing is steady
 BRUSSELS SPROUTS	Quality is good, pricing is steady	 GREEN ONIONS	Quality is good, pricing is steady	 SQUASH	Quality is good, pricing is lower
 CARROTS	Quality is good, pricing is steady	 KALE	Quality is good, pricing is steady	 STONE FRUIT	Quality is good, pricing is lower
 CAULIFLOWER	Quality is good, pricing is steady	 LETTUCE ICEBERG	Quality is good, pricing is steady	 TOMATOES	Quality is good, pricing is steady

