



Market Alerts

Apples – Quality is good on all varieties, however smaller sized fruit is less available for the next 1-2 weeks and may have higher pricing in certain markets.

Asparagus – Peru's harvest is steady, and Mexico is transitioning growing regions from Caborca to Obregon. Pricing may be higher, and quality is good on all sizes.

Avocados – Market pricing remains on the higher side due to strong retail / foodservice demand ahead of Cinco de Mayo, particularly on 60 CT and smaller fruit. #2 grade product is very scarce. 48 CT and larger sizes may be a better value..

Bell Peppers – Green Bells are very plentiful out of Mexico and Coachella, with good pricing on all grades. Reds and Yellows are less available, and pricing may be higher.

Berries (Blackberries) – Supplies are limited, due to previous cold weather working through the Mexican harvest. California will begin in two weeks, easing the shortage. Quality is good.

Berries (Blueberries) – All major growing regions are having inclement weather and light harvests. Pricing is very high. California, Georgia and Florida production will begin to ramp up the first week of May.

Berries (Raspberries) – Supplies are limited, due to previous cold weather working through the Mexican harvest. California will begin in two weeks, easing the shortage. Quality is good.

Berries (Strawberries) – Strawberries continue to be extremely tight with the market expected to remain this way through the month of April and on through the Mothers day pull period.

Continued

Berries (Strawberries) cont . . . Lightness of supply is being caused by cooler weather patterns over the last few weeks

Broccoli – Supplies are abundant on bulk and processed product. Quality is very good.

Brussels Sprouts – Abundant supplies and very nice quality.

Carrots – Quality is good on all bulk and value-added product. Jumbos out west are limited due to the crop running small. Georgia's harvest is expected to conclude the first week of May.

Cauliflower – Cooler weather in Salinas and Santa Maria is causing slow growth. This market continues to climb as supplies are getting tighter by the day.

Celery – California's Oxnard and Santa Maria regions continue to produce abundant supplies on all sizes, with good quality, aside from slight seeder being reported. Distributors loading in Salinas are charged a transfer fee, but not when loading direct in southern California.

Citrus (Lemons) – Quality is very good on all sizes, with 115/140/165 CT fruit the most plentiful. Promotable pricing may be available.

Citrus (Limes) – Supplies remain very limited, particularly on 175 CT and larger sizes. 230 CT and smaller are the best value. Pricing is higher and quality is good.

Citrus (Oranges) - Quality is very good on all sizes, with 88 CT and larger fruit the most plentiful. Market pricing on 113 CT and smaller sizes are higher.

Continued

Cucumbers – Mexico's harvest is beginning to ramp up, with more favorable growing conditions. Pricing is steady and quality is good.

Eggplant – Good quality and availability on all sizes and grades, expected to continue through mid-May as the Sinaloa crop finishes.

Garlic – Market is tightening up as California supplies are very tight. Look for Mexican and Argentina supplies to supplement for the next few months.

Grapes (Green) – Quality is poor and pricing is high as the import season finishes. Avoid use where possible, until the domestic crop starts in May.

Grapes (Red) – Quality is fair with steady pricing. Reds remain a more reliable option than Greens.

Green Onions – Quality, availability and pricing remains steady.

Kale – Supplies are improving in Salinas and quality is good. Look for this market to stay steady.

Lettuce (Iceberg) – Supplies continue to be strong in Southern California as well as Huron and Salinas. Common defects being reported have been decay, discoloration and heavy weights seeing upon arrivals. The market continues to be flat in terms of demand. Expect steady supplies on this commodity for the entire week.



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Lettuce Leaf – Whole head **Romaine** supplies have tightened a bit, and pricing may be higher, while green and red leaf remains steady. Romaine hearts, however, are plentiful. Fringe and tip burn as well as some decay has been reported, but most shippers are able to address during field packing.

Lettuce Tender Leaf – Salinas' harvest continues to slowly improve. Pricing remains on the higher side, with good quality reported.

Melons (Cantaloupe) – Offshore cantaloupe markets are holding steady. Offshore arrivals are on the decline and the season will conclude mid-May. Supplies on smaller sized fruit are light. Currently seeing good supplies on 9/J9. Quality is good on late season fruit with brix levels 10% or better.

Mexican cantaloupes have started in a light way. The season for Mexican cantaloupe is a short one and will conclude by end of June.

Melons (Honeydew) – Offshore honeydew arrivals are on the decline. The industry is currently in a Demand Exceeds Supply situation and markets are higher. About 4 weeks before we conclude the offshore season. Supplies out east are becoming scarce. Out west we are seeing higher markets and options are limited. Mexico continues to struggle on production with strong demand out west. Cooler temps in recent weeks have disrupted the harvest bringing low brix/sugar levels.

Continued

Melons (Watermelon) – Markets are steady and demand is good. Supplies and quality continue to improve out of Mexico. South Florida has also started production. Rain in south Florida has disrupted this weeks harvest.

Onions – New crop California is entering the market this week. Texas will conclude mid-May. Quality and supply will improve.

Pears – All varieties are running to larger sizes, as the season winds down from now through early May. Quality is good, pricing may be higher.

Pineapples – Quality is excellent and pricing is steady.

Potatoes –80 CT and smaller **Burbanks**, and smaller #2 product, remain the best buys. 70 CT and larger are more scarce and expensive. Quality is good.

Squash – Supplies are abundant on both Yellow and Zucchini. Quality and pricing are competitive.

Stone Fruit – Chile's Stone Fruit season will finish by the end of April, with domestic production expected to start with **Apricots** and **Peaches** at the same time. Quality is fair.

Tomatoes – Supplies continue to be terrific on all Rounds and Romas. Grape supplies are also good, and a better buy than Cherries. Growing conditions have been ideal in Mexico and Florida. Quality is good.

Weather

California – Near to below normal temps this week. This Sunday will bring a late-season frontal system bringing light to moderate showers by noon on Sunday.

Mexico – Warm temps and gusty winds today. Cooler temps on Thursday and Friday as a system moves through the region. Warmer temps return this weekend.

Florida – A slow moving front is providing ample moisture and plentiful rainfall with chances of thunderstorm activity for much of the area.

Arizona – Gusty southerly winds this week decreasing gradually Friday and strengthening again on Saturday.

A Peek at Peak Seasons

Bell Peppers
Carrots
Cucumbers
Lemons / Oranges
Pineapples
Squash

PAST PEAK
Pears
Green / Red Grapes
Stone Fruit

Freight

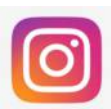
Trucks in California, Idaho, and the Northwest remain tight. The national average remained steady at 3.124 per gallon.



A PEAK INTO PRODUCTS



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



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