

5 top five updates

1 ALERT CARROTS

The carrot market is hitting an extreme shortage situation for the next several weeks.

2 ALERT AVOCADO HASS

California volume is not helping Mexico with volume, and supplies are tight.

3 ALERT EGGPLANT

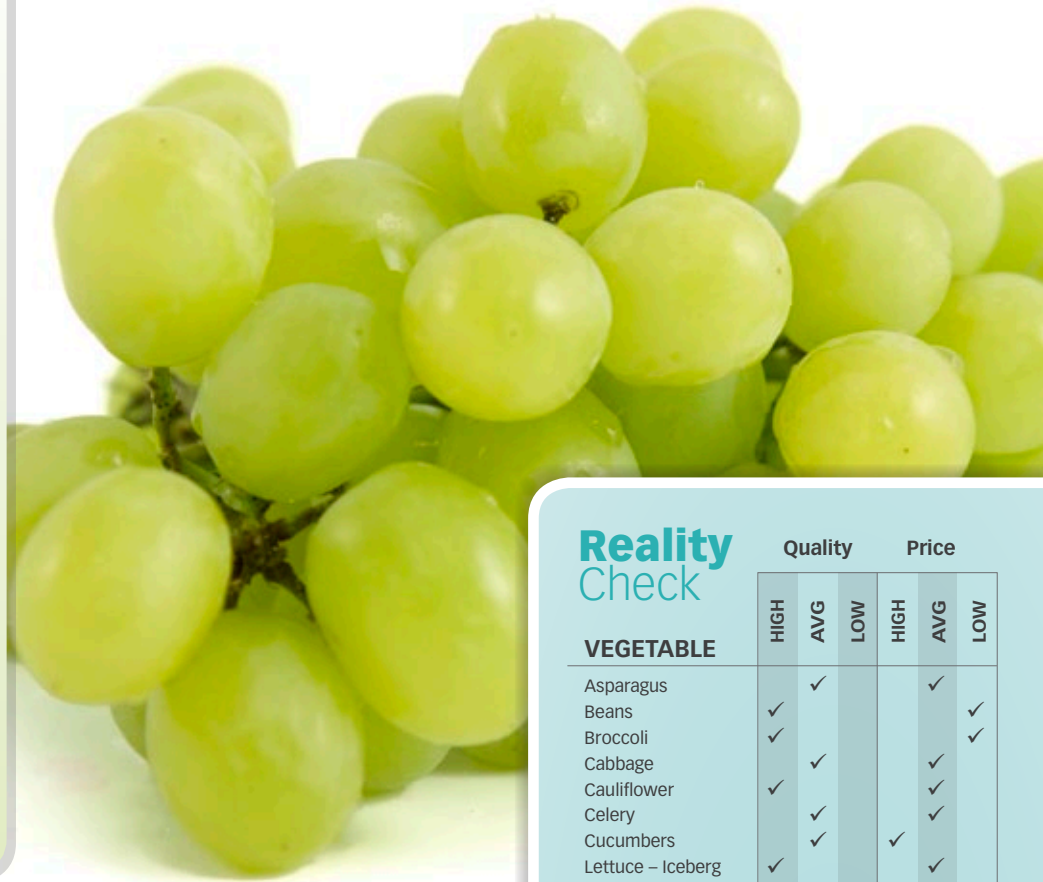
Product is very tight and mostly shipping as Choice.

4 ASPARAGUS

Larger sizes are still an issue for the next few weeks.

5 MELON CANTALOUPE & HONEYDEW

Smaller sized melons are still tight.



FreshPress

a quick glance at the top produce items for quality and market conditions

ASPARAGUS

The weather has been good in the growing region, resulting in nice quality Asparagus. Larger sizes are still an issue for the next few weeks.



AVOCADO HASS

Markets are tough right now as reports indicate Mexico has only about 1/3 of their supply left to ship for the remainder of the entire season (until August). With California product running on the small side and Chile is finished for the season, markets will remain strong through the summer.

BERRY – BLACKBERRY

Cool weather and rain in Mexico is driving markets up. Supplies may be limited.

BERRY – BLUEBERRIES

Chile is wrapping up over the next few weeks and shipping primarily by air. Florida is just starting to trickle in and will not reach significant volume until mid April.

BERRY – RASPBERRY

Quality and volume are stable.



BERRY – STRAWBERRY

Western markets have firmed up as a result of Oxnard area rain. Sizes are running large. With a week to 10 days left in the Florida growing season, you will notice two main varieties (one smaller, and one larger) of berries shipping. Florida berry color in general is dark red.

BROCCOLI & CAULIFLOWER

Markets are starting to get active as Yuma is transitioning to Salinas; and Mexico has light supplies.



Reality Check

VEGETABLE	Quality			Price		
	HIGH	AVG	LOW	HIGH	AVG	LOW
Asparagus		✓			✓	
Beans	✓					✓
Broccoli	✓					✓
Cabbage		✓			✓	
Cauliflower	✓				✓	
Celery		✓			✓	
Cucumbers		✓		✓		
Lettuce – Iceberg	✓				✓	
Lettuce – Leaf		✓			✓	
Lettuce – Romaine		✓			✓	
Lettuce – Spring Mix	✓				✓	
Onions – Red	✓					✓
Onions – Yellow	✓					✓
Peppers – Green		✓			✓	
Peppers – Red		✓		✓		
Potatoes – Russet		✓		✓		
Squash – Yellow	✓					✓
Squash – Zucchini	✓					✓
Tomato – Cherry		✓				✓
Tomato – Grape		✓				✓
Tomato – Mature Green		✓		✓		
Tomato – Roma		✓		✓		
Tomato – V/Ripe		✓		✓		
FRUIT						
Avocado		✓		✓		
Berry- Blackberry	✓				✓	
Berry- Blueberry	✓				✓	
Berry- Raspberry		✓		✓		
Berry- Strawberry		✓			✓	
Grape- Red		✓			✓	
Grape- Green	✓					✓
Kiwifruit		✓			✓	
Lemons	✓					✓
Limes		✓			✓	
Melon–Cantaloupe	✓				✓	
Melon – Honeydew		✓			✓	
Melon–Watermelon		✓		✓		
Oranges	✓					✓
Pineapple		✓			✓	

ALERT CARROTS

The carrot market is hitting an extreme shortage situation for the next several weeks on jumbo, medium sizes and cello packs. Canada finished over a month early, hiking demand.



CITRUS – LEMON

Markets have firmed up as the desert growing area is finishing up. Smaller sizes are still tight and 140's or larger will be your better value.

CITRUS – LIMES

Markets are dropping due to lack of demand. Smaller sized Limes are easing; however larger sizes are still tight.

CUCUMBER

Markets are strong as imports from Honduras are winding down and Florida volume is not into full swing. Supplies are tight.

ALERT EGGPLANT

Product is very tight and mostly shipping as Choice. Quality is only fair at best as Mexico crops were destroyed. Supplies from Florida are light and quality is fair to poor.



GRAPES

Now is the time to promote Green Grapes! Supplies are plentiful as Chile is shipping more Green Grapes than other varieties. Black and Globe Grapes are tight as volume is light. The Red Grape market remains strong; quality and sugar are both good.

LETTUCE

CALIFORNIA BABY MIXED HEADS

We are seeing some quality issues with our mixed head varieties from California. Lolla Rossa is having some decay issues and Tango is seeing some yellowing problems. There is limited Central/South American product available to fill. Cool weather currently in these areas is affecting recovery time.

LETTUCE – ALL

Markets are doing well now as lettuces are transitioning from Yuma into Huron. Quality overall has been good, with occasional internal burn and sun burn on some items such as romaine and leaf. Red leaf volumes have improved. The overall volume is good and we should be out of the woods with most quality problems.

MELON

CANTALOUPE & HONEYDEW

Smaller sized Cantaloupe is still tight and the larger sizes are your better bet. Cantaloupe has nice sugar and is brixing pretty nice. Honeydews are tight in general, especially smaller sizes. The smaller size issue should ease sometime next week.

PEPPERS & SQUASH

The Green Pepper and Squash markets have dropped as supplies and quality are all good. The Red Pepper market is still firm, peppers were picked green to capture the high Green Pepper markets caused by the freeze.

POTATOES

The already high Russet Potato market is still inching up slowly. Lower acreage planted, coupled with weather problems (especially in Idaho) affected volume on larger sizes. Large counts (40-70) will be especially tight for the remainder of the storage season (end of July). Prices are approximately double what they typically are for the month of March and will remain high through the end of the season. Small counts (100/110 ct.) should remain in good supply.

TOMATOES

With Florida volume starting, Round Tomatoes are becoming more available. Roma Tomatoes remain tight and Cherries and Grapes are easing. We are a few weeks away until we are into more Eastern volume.

Brix A percentage of soluble solids in fruits are almost 100% sugar, therefore refractometers are widely used to check maturity in fruits. The number will be % of solids as sucrose.

Honeydew and Cantaloupe are all averaging about **13%**



Brix Scale
Low: 8-10% | Avg: 11-13% | High: 14-17%

ROMAINE



Springtime Salads!

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