

## OVERVIEW:

The produce market is experiencing a mix of challenges this week. Cold weather in South Florida and Mexico is slowing production of items like tomatoes and squash. The transition to offshore grapes continues, with domestic availability limited. Honeydew is a challenge due to weather and transition issues, requiring flexibility for the next few weeks. Avocado inventories are critically low due to holiday demand and USDA restrictions in Mexico. Small sizes are plentiful, but large sizes are scarce. Wet vegetables are recovering nicely with improved weather in Yuma. Broccoli and green cabbage are back to normal, while items like endive and leeks remain escalated. Overall, the market remains dynamic with ongoing adjustments needed to navigate these challenges.

## ALERT LIST

- Avocados – ESCALATED
- Bell Peppers – ESCALATED
- Bok Choy – EXTREME
- Brussels Sprouts – ESCALATED
- Cabbage – Red – ESCALATED
- Celery – ESCALATED
- Cilantro – ESCALATED
- Fennel – ESCALATED
- Hot Peppers (Habanero, Shishito) – ESCALATED
- Leeks – EXTREME
- Limes – ESCALATED
- Melon – Cantaloupe and Honeydew – ESCALATED
- Napa – ESCALATED
- Parsley – ESCALATED
- Spinach – ESCALATED
- Table Grapes – ESCALATED

## WATCH LIST

- Broccolini
- Ginger
- Snow Peas & Sugar Snap Peas
- Tomatoes (Rounds, Romas and Snacking Tomatoes)



**Strawberries** – Fairly light demand on steady to slightly lower pricing. Santa Maria – Volume very low. Summer plant production concluding this week. Oxnard in sharp decline on summer plantings with fair to good quality. Winter plants starting with very good quality. C-Mex volume beginning ramp up stage. Optimal sizing with good flavor. Florida production still ramping up to 1st peak. Fair to good quality.



**Blackberries** – Light demand on steady to slightly lower pricing. California unexpectedly maintaining more than normal volume due to Santa Maria production. Strong quality with good flavor. CMex ramping up week over week and maintaining 80% of overall production. Consistent flavor and quality. Baja minimal volume. Fair to good quality.



**Raspberries** – Moderate demand on lower pricing. California minimal volume. Good overall quality. Baja in flat production. Good quality. C-Mex production flat through balance of the month. Fair to good quality.



**Blueberries** – Light demand on steady pricing. Peru volumes decreasing now and for the next few months. Strong quality. C-Mex volumes continue to increase slowly with stronger volumes beginning next week. Good quality. Baja very light and sporadic volume.



**Cucumbers – Persian:** Better supplies out of Baja continue. Once again, good weather is keeping the pricing from increasing. Hot House or Long English Seedless Cucumbers – Supplies are stable.



**Jicama** – Using stored crops as we await new Mexican harvests. Expect lower volumes, high prices, and variable quality during this transition.



**Chayote Squash** – Good volume for winter.



**Green Onions** – Good supply and quality.



**Potatoes** – Market stable with balanced sizing. Larger sizes are currently more plentiful. Norkotah supplies will decrease in late Q1, shifting to Burbanks in Q2. There is potential for tighter supply and higher prices with the Burbank variety.



**Broccoli, Florets & Crowns** – Improved quality and supply. Florets remain tight.



**Tomatoes** – Expect tomato production slowdowns in Florida and Mexico due to weather. East Coast: Round/Roma increasing, excellent quality. Snacking slowly improving. Mexico: Round new crop, lower prices. Roma prices dropping. Grape increasing, lower prices. Cherry/Medley steady. All with good quality. Tomato on the vine has steady volume.



**Broccolini/Sweet Baby Broccoli** – Good quality and supply.



**Chili Peppers** – US chili pepper supply relies on Mexico (mainly Sinaloa) for the coming months. Currently, good weather creates a cheap market. Only a cold front or freeze, not currently anticipated, would raise prices.



**Avocado** – Prices up due to lower harvests around the holidays. Small avocados plentiful, larger sizes scarce. More grade 2 fruit due to rain. Expecting increased availability soon.



**Mexican Maridol Papaya** – Volumes continue to increase keeping pricing down in the low \$20's. Ads in place to keep volumes moving! No change in sight for this month.



**Melons – Cantaloupe:** High prices, good quality, sizes 9-12 count. Expect limited availability and high prices through January due to Tropical Storm Sara damage. **Honeydew:** Extremely limited supply and high prices due to storm damage. Expect shortages and potential pro-rates. Flexibility with sizing needed.



**Asparagus** – Prices high, low volume from Caborca/San Luis due to cold. Peruvian volume decreasing.



**Artichokes** – Improved supply, okay quality.



**Corn** – Improved supply, smaller ears due to less sun. Good quality.



**Parsley** – Improving supply, okay quality, prices high.



**Green, Red & Napa Cabbage – Green:** Good supply and quality. **Napa:** Improving supply and quality, some insect pressure. Prices high. **Red:** Good quality, limited supply, high prices.



**Cauliflower** – Improved supply, fair quality. Expecting better **quality soon.**



**Fennel** – Low yields and high prices.



**Kale** – Good supply and quality.



**Bell Peppers** – Green pepper markets easing. Color pepper prices high, limited supply.



**Onions** – Expect higher prices for stored white and red onions. White onion supply will be limited until Mexican imports arrive in February. Red onion prices may stay high until the California spring/summer crop. Mexico is expected to have good quality and volume. The Texas crop outlook is uncertain due to potential weather impacts.



**Bok Choy** – Excellent quality, very limited supply, high prices.



**Lettuce, Iceberg & VA Blends** – Good supply, quality, and weight.



**Lettuce, Romaine & VA Blends** – Supply improved, good quality.



**Lettuce, Red & Green Leaf** – Good quality and supply.



**Leeks** – Extremely limited supply and high prices.



**Spinach** – Improving supply and quality, prices high.



**Pineapple** – Supply tight, good quality. Be flexible on size.



**Ginger** – Steady supply and market.



**Carrots** – Jumbo carrots limited, other sizes steady with good quality.



**Celery** – Fair quality and supply, prices high. Organic celery extremely limited.



**Brussel Sprouts** – Good quality and supply, but prices high.



**Lemons** – (California) Good supply and quality. Smaller sizes plentiful, larger sizes available but order in advance.



**Lime** – Prices up significantly due to rain in Mexico. Smaller sizes dominate. Quality concerns. Expect strong markets through February.



**Mandarins/Grapefruit** – (California) Good supply and quality.



**Oranges** – (California) Good quality. Smaller sizes plentiful, larger sizes improving.



**Eggplant** – Good supply from Mexico.



**Watermelon** – Light supply and demand. Fruit from Texas and Mexico.



**Mushrooms** – Stable supply, good quality.



**Snow Peas & Sugar Snaps** – Guatemalan production improving. Domestic supply limited. Mexican production steady, prices high.



**Bananas** – Supply stable, good quality.



**Table Grapes** – Supply tight, good quality offshore fruit. More green grapes arriving, limited red grapes with fair quality. Supply should improve by the third week of January.



**Garlic** – Good quality, lighter supply from California.



**Loose Poly Radish** – Market stable. Main growing areas are Arizona and Florida. Seeing cooler weather in Florida which will lower volume. Lighter supplies should help increase prices are on the move.



**Parsnips**– Stable. Strong supplies out of Oregon. Great quality with stable supplies and prices.



**Turnips**– Stable. Strong supplies out of Oregon. Great quality with stable supplies and prices.



**Rutabaga** – Stable. Strong supplies out of Oregon. Great quality with stable supplies and prices.



**Beets** – Stable supplies with good quality out of Oregon. Prices dropped a little with increased supplies out of California, Yuma, Texas and Mexico.



**Green Beans** – Good supply and quality from Nogales and Florida.



**Zucchini/Yellow Squash**– Lower volumes and higher prices due to cooler weather. Good quality.