

Market Report December 23-27. 2024

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Strawberries

Santa Maria production is steady with improving quality. Mexico has increasing production but quality concerns remain. Florida production is ramping up with improved quality.



Blackberries

Steady Mexican supply with good quality.



Blueberries

Mexican volume is declining slightly. Peruvian shipments arrive next week. Chilean production is steady with high quality. Organic blueberry production starts in January in Oxnard, CA.



Raspberries

Good quality and steady volume from Mexico.



Cucumbers

Standard from MX exhibit good quality and pricing. Persian are showing increased availability and decreasing prices.



Sugar Cane Chews, Tejocote, Guava

Seasonal items here til end of the year. Sugar Cane Chews are available, with Tejocote and Guava expected in 1-2 weeks.



Beets

Stable supplies with good quality out of Oregon. Strong demand going into the holiday week. Prices dropped a little with increased supplies out of California, Texas and Mexico.



Jicama

Low volumes, high prices, and questionable quality due to the transition between growing seasons.



Parsnips

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



Good supplies and quality.



Broccoli, Florets & Crowns

Quality and supplies are improving, but remain limited for the next few weeks. Floret Minis are also in short supply.



Tomatoes

East Coast: Short supply due to Hurricane Milton. Slow recovery expected after Christmas, with production at 20% or less of normal levels for the next week. **Mexico: Round**: Light volume for large fruit. Volatile markets expected with fluctuating supply. **Roma:** Improving volume in Nogales, lighter elsewhere. Quality is mixed. Strong demand, active markets. **Grape**: Extremely short supply and high demand, driving prices up. **Cherry/Medley**: Tight supply, firming markets. **Vine**: Steady volume.



Broccolini/Sweet Baby Broccoli

Good quality, but supplies are limited.





Strong demand for chili peppers. Mexico (Sonora & Sinaloa) leads in supply for Jalapeno, Serrano, and Tomatillo. Increased volumes and lower prices are expected. The U.S. will rely on Mexico for several months. Holiday demand will boost sales.



Last week's harvest dropped 20% due to a Mexican holiday. Last full harvest with strong volumes needed for the holidays. Smaller sizes are more available. Expect more grade 2 fruit.



🔰 Loose Poly Radish

Strong demand increased prices for Arizona and Florida-grown produce. Lower-quality supply from Yuma, California, and Mexico is limited.



Increased volumes from Colima and Nayarit are lowering West Coast prices. Ads are in place to maintain sales.



Potatoes

Colored: Steady demand. Gold potato supply tightening due to quality issues. Eagle Eye maintains strong supply. Price increases possible in future.

Russet: Post-holiday demand easing. Limited packing schedule next week. Excellent quality & supply expected through spring.



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Asparagus

Production in Baja and Peru remains low due to seasonality. Northern Sonora has started with minimal volume. Markets are extremely active.



Artichokes

Extremely limited supplies throughout the year. Growers are holding to averages. Quality is good.



Bok Choy

Excellent quality, but supplies are limited.



Extremely limited supplies through New Year's due to hurricane damage in the East and reduced sunlight affecting ear size. Western supplies are stable.



🎓 Parsley

Supplies are improving, but remain tight. Quality is fair.



Green, Red & Napa Cabbage

Napa & Green: Quality and supplies are improving, with prices expected to stabilize soon, but insect pressure persists. Red: Limited supplies and escalated pricing are expected for the next two weeks.



Cauliflower

Supplies remain tight, and quality is fair. Yuma production is still recovering. Caulilini is also experiencing very tight supplies.



Fennel

Low yields have created a supply shortage. Expect escalated pricing until supplies improve.



Kale

Supplies and quality have improved.



Bell Peppers

Green in good supply, red limited, yellow availability is low.



Rutabaga

Strong supplies out of Oregon. Great quality with stable supplies and prices.



Onions

Ample supply of red and yellow onions. Idaho/Oregon white onions finished. Mexican imports ensure continued market availability.



Green Beans

Stable supply and good quality expected from Nogales. Florida supply limited with mixed quality.



Lettuce, Iceberg & VA Blends

Iceberg: Improved quality and supply. Yuma yields are increasing with warmer weather. **Iceberg VA:** Quality and supply are better. Market stabilizing.



Lettuce, Romaine & VA Blends

Romaine/Romaine Hearts: Improved supply, but some growers maintain elevated pricing. Romaine VA: Tight supply & fair quality. Expect higher prices



Leituce, Red & Green Leaf

Good quality and supply. Expect improved weight and size with better weather.



Leeks

Extremely limited supplies. Expect escalated prices throughout the year.





Supplies are improving, with prices beginning to stabilize.

🌿 Pineapple

Expect limited supply, especially in 5-6ct sizes.



Ginger

Supplies and market are stable.





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Celery

Quality and supplies are adequate for contract business, but tight overall. Heat and insect pressure are present. Expect high prices until after Christmas.



Brussel Sprouts

Excellent quality, but tight supplies are driving up prices.



Grapefruit

Texas Rio Star grapefruit has superior quality & appearance. Ample supply. CA grapefruit available, but Texas fruit preferred.



Blood Oranges

Good supply, especially sizes 88 and smaller, perfect for the holiday season.



Lemons

Strong supply, all varieties and sizes. Competitive pricing. Excellent quality. Seedless lemons readily available for contracts and export.



Lime

Small limes, rising prices. Larger sizes, better value & availability.



Tangelos

CA Minneola tangelos are now in season, good supplies of size 100 and smaller. Clean exterior and excellent quality.



Mandarins

Peak season, with Clementines and Satsumas readily available in both bags and bulk. Sumo/Dekopon mandarins also arrived.



Oranges

CA Navel oranges good supply, in sizes 88 and smaller, with both fancy and choice grades available. Larger sizes limited, with higher prices. Overall good quality.

Cara Cara - Available, strong supplies of fancy fruit in sizes 72 and smaller.

Texas Early - Exceptional juice and flavor, although at a higher price point. Known for their excellent yield.



Jumbo carrot supplies are light, but other sizes remain steady with good quality.





Strong supplies out of Oregon. Great quality with stable supplies. Prices dropped abruptly. Heavy supplies with new crops out of California, Texas and Arizona.





Sizes 18 and 24 are readily available with good pricing.

Zucchini

Regular zucchini is readily available with favorable pricing.



Watermelon

Supply and demand are currently light. Fruit is being harvested from Texas and Mexico.



Mushrooms

Supply will remain tight through the end of the year. Quality is good.



🍝 Snow Peas & Sugar Snaps

Guatemalan snow pea production is increasing, but sugar snap production remains low due to weather. Domestic and Mexican supplies are also limited.



Supply is stable, and quality is good.



Table Grapes

California grapes are finishing. Expect supply gaps and quality issues in the coming weeks as the supply transitions.





California garlic exhibits excellent quality and good demand.