

MARKET REPORT MAR. 11, 2024

Asparagus - Supplies are plentiful and the quality is excellent. Supplies exceed demand.

Avocados - Harvests were down 15-20% last week and expect the market to react quickly with an increase this week on all sizes.

Berries - Blackberry supplies and markets are steady. Production will be increasing towards the end of the month. Blueberry supplies are good from Mexico. Quality is good and markets are higher. Raspberry supplies are steady. Quality is good and markets are higher.

Strawberries - Supplies in CA have improved, and the quality is good. FL weather is taking a toll on quality. The supplies have increased, and markets are lower.

Broccoli - Supplies have been lighter, and the market is firming up. Expect the market to be active as the desert region winds down.

Cauliflower - Markets are softer with fair to good supplies of 12/16cts, the 9cts are tighter.

Celery - Markets are steady with good supplies and moderate demand.

Lemons - Large size lemons are very plentiful, while 140cts & smaller are tight.

Limes - Demand is steady. New production harvests are underway and will yield smaller-sized fruit with enhanced quality. Large fruit will be limited in supply.

Oranges - The Navel orange market is currently increasing due to a shortage of small-sized navel oranges, as a result of excessive rainfall which has led to larger fruit sizes. While the industry has a surplus of large oranges, the availability of small and medium sizes is critically limited.

Cucumbers - Eastern cucumber supply remains extremely limited, quality is fair, markets are very high. Western supplies are light, markets are higher and expected to remain high.

Eggplant - Eastern supplies are very light, quality is hit and miss, demand is strong, and markets are very high. Western supply is good, and supplies are heavier for 24cts. The quality and demand are good, and the markets are steady.

Grapes - Red grapes demand exceeds supply. Markets remain strong for all grapes. The quality is good to excellent.

Lettuce - The iceberg market remains active, and supplies are tight. Leaf lettuce supplies continue to be light this week.

Melons - Supplies are lighter for all varieties of melons this week, especially larger sizes. Cantaloupe arrivals this week are showing higher color and Brix. The honeydew quality remains good.

Onions - No quality inventory is available from ID for white onions. WA white onion supplies continue to decrease, and very high markets continue to drive demand down. The overall onion market is steady.

Peppers - Eastern green bell supply is good on off-grades. Supplies are limited on #1's and the market is stronger. Red and yellow bells are extremely limited. Western green pepper sizing is heavier to medium and large, overall supply is short. Red bell pepper demand exceeds supply, yellow volume is improving.

Potatoes - Supplies are very light on 40/50cts from most suppliers; 90/120cts are plentiful. This trend should continue through the summer months. Markets are steady and quality is good.

Squash - Eastern zucchini and yellow squash supply are better, quality is good, and the markets are lower. Western demand is light, supply and quality are good. Yellow supplies have increased. More volume is expected next week.

Tomatoes - Grape & cherry varieties remain on alert status due to lack of availability out of Mexico & FL. Roma markets remain stable for both the East and West. The round market continues to improve with increased availability out of Mexico.