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Market Alerts

TRANSITION The northward movement of major growing regions from Yuma Arizona to Central California ("Transition") will continue for a few more weeks. All lettuces, celery, broccoli and cauliflower are being impacted by extreme weather that has coincided with this movement. Recent heavy rain and cold weather in California continue to cause product shortages, higher prices and quality issues on most of these items. The Produce Market Advisory will keep you up-to-date with product recommendations during this time.

LETTUCE Quality for all row lettuces continues to be fair to poor, with extremely high pricing on Romaine in particular. The situation is expected to continue for the next few weeks. In the meantime, for optimal cost and quality we recommend pre-cut or whole Iceberg, Red Leaf lettuce or tender leaf items such as Arugula or Spring/Arcadian Mix.

CAULIFLOWER & BROCCOLI Quality is still fair to poor, with issues including bruising, decay and discoloration. Broccoli pricing is lower than in recent weeks. Florets are the best quality options for both.

CELERY Quality is fair to poor, and pricing is higher than normal due to short supplies. Celery Hearts are the best quality option, where available.

A Peek at Peak Seasons

Squash: Yellow and Zucchini Squash quality is greatly improved out of Florida and Mexico, with very good pricing.

Pears: Spring pears such as Anjou and Bosc (Pacific Northwest) and Bartlett (Chile) are now available, and are a great late winter addition to hand fruit selections and recipes.

Asparagus: Supplies are plentiful and quality is terrific on all sizes of Asparagus, and pricing is very good.

Strawberries: Quality is excellent out of California and Mexico—firm texture, great color and taste, with very good pricing.

Apples: Certain varieties are at peak season out of Idaho, Washington and Michigan. Pink Lady, Gala, Fuji and Red Rome apples are excellent quality and pricing.

Weather Update

California: Temperatures are warming in the Salinas and Santa Maria valleys, with strong winds.

Mexico: Above average temperatures and dry conditions in Central and Northern Mexico.

Florida: A series of wet weather systems will move through Florida's growing regions early next week.



Commodities at a Glance

 APPLES	WA, ID and MI are at peak season on certain varieties. Quality is excellent.	 CELERY	Quality and pricing are good	 LETTUCE LEAF	Quality is poor, pricing is very high on Romaine and Green Leaf.
 ASPARAGUS	Pricing is very good on all sizes, with excellent quality.	 CITRUS (LEMONS)	Quality and pricing are good.	 MELON (CANTALOUPE)	Quality and pricing are good.
 AVOCADO	Pricing is slightly higher than normal, quality is good to fair.	 CITRUS (LIMES)	Quality and pricing are good.	 MELON (HONEYDEW)	Quality are pricing are good
 BELL PEPPERS	Quality is good, red peppers are slightly higher	 CITRUS (ORANGES)	Quality and pricing are good, larger sizes are more plentiful.	 MELON (WATERMELON)	Quality is good, pricing is steady.
 BERRIES (BLACKBERRIES)	Quality is good, pricing is higher	 CUCUMBERS	Quality is fair, pricing is higher on field-grown product.	 ONIONS	Quality is good, pricing is higher.
 BERRIES (BLUEBERRIES)	Quality is fair, pricing is higher	 EGGPLANT	Quality and pricing are good.	 PEARS	New crop is being harvested, quality is good, pricing is stable.
 BERRIES (RASPBERRIES)	Quality is fair, pricing is higher.	 GARLIC	Quality is fair, pricing is higher.	 PINEAPPLES	Quality and pricing are good.
 BERRIES (STRAWBERRIES)	Quality is good to fair, pricing is steady.	 GRAPES (GREEN)	Quality is fair, pricing is lower.	 POTATOES	Quality is good, pricing is very good.
 BROCCOLI	Quality is fair, pricing is higher.	 GRAPES (RED)	Quality is good, pricing is slightly higher.	 POTATOES (COLORED)	All colors are at peak season.
 BRUSSELS SPROUTS	Quality and pricing are good. Mexican product is at peak season.	 GREEN ONIONS	Quality is good, pricing is trending higher.	 SQUASH	Quality is good, pricing is lower
 CARROTS	Quality is good, pricing is stable.	 KALE	Quality and pricing are good.	 STONE FRUIT	Quality and pricing are good. Chilean product is at peak season.
 CAULIFLOWER	Quality is fair, pricing is higher.	 LETTUCE ICEBERG	Quality is poor, pricing is good.	 TOMATOES	Quality and pricing are good.

