

The Source

Commodity of the Month - Asparagus

MARKET ALERTS

Avocado: Markets remain steady at high levels, with Mexico's harvest preventing a major price drop. The size structure peaks at 60ct and smaller, with larger sizes priced higher. California's supply is light but expected to increase.

Strawberries: Available from Texas, Florida, Santa Maria, Oxnard, and Baja California. Florida's season is declining, while California and Baja's crops will increase soon. Central Mexico's production will decrease over the next 4 to 6 weeks.

Cirtus (Limes): Market is slightly higher, with strong crossings through McAllen, Texas. Quality is fair due to old crop fruit. Offshore fruit from Miami and New Jersey is unaffected by tariffs.

Eggplant: Supplies are light, but spring crops from Florida and Mexico are arriving. Increased demand is expected for Lent, with harvests scheduled to meet the demand.

Melon (Honeydew): Market is slightly higher, with strong crossings through McAllen, Texas. Quality is fair due to old crop fruit, while offshore fruit from Miami and New Jersey is tariff-free.

Melon (Watermelon): Lower Mexican acreage will keep Nogales watermelon demand steady, with offshore supplies helping when Mexican watermelons are unavailable. Markets will remain challenging as retailers prep for holidays.

Mushrooms: Promotable volumes are available. Pricing is steady at lower levels. Tarrifs are affecting imports from Canada which heavily supplements domestic supplies.

MARCH 5, 2025 CROP UPDATES

Cold systems will bring rain, cooler temps, and strong winds to California next week, with increased insect pressure in fields. Transition to Southern and Central California fields is on track, but weather may affect schedules. Tariffs of 25% on Canadian and Mexican products began this week, raising concerns for the produce industry.

[Read more](#)

WEATHER

Arizona: Warmer temperatures are expected Wednesday before two cold fronts. The first will bring rain to Coachella and Borrego Springs, with gusty winds up to 35 mph Thursday. Morning lows will be in the 40s, dropping to the upper 30s by the weekend.

Pears: The pear market is in a tough spot—tight supplies, rising prices, and no relief until mid-July when California Bartletts arrive. Washington's crop took a significant hit, down 25% to 50%, with Bosc hit hardest, leaving few remaining. Anjou pears are the last variety standing, and their prices are expected to keep climbing.

Pineapple: Pineapple supply will be tight until the end of March, with peak volumes expected in May. Flexibility in sizes is needed, as Costa Rican pineapples are the main source. High demand for large crownless pineapples and lower yields due to rain may affect availability and pricing short-term.

California: Temperatures will warm slightly Tuesday with highs in the mid 50s to mid 60s. Light to moderate showers will continue through Friday, clearing by Saturday with highs in the upper 50s to mid 60s.

Florida: A cold front will bring rain and thunderstorms to Florida Wednesday with gusty winds. Conditions will dry Thursday into Friday, with cooler temperatures expected over the weekend.

Mexico: Central Mexico will have warm temperatures through March 9th, with highs in the low 80s to near 90°F and no rain expected.

FREIGHT

Wet and snowy weather out West this week will disrupt truck transit between California's Central Valley and the Coastal/Desert regions. Trucks loading in Yuma will likely use I-10 to avoid snow and winds along I-40.

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LOGISTICS

Table of Contents



[Apples](#)



[Citrus \(Grapefruit\)](#)



[Melon \(Cantaloupe\)](#)



[Asparagus](#)



[Citrus \(Lemon\)](#)



[Melon \(Honeydew\)](#)



[Avocados](#)



[Citrus \(Limes\)](#)



[Melon \(Watermelon\)](#)



[Bell Peppers](#)



[Citrus \(Oranges\)](#)



[Mushroom](#)



[Berries \(Blackberries\)](#)



[Cucumbers](#)



[Onions](#)



[Berries \(Blueberries\)](#)



[Eggplant](#)



[Pears](#)



[Berries \(Raspberries\)](#)



[Garlic](#)



[Pineapples](#)



[Berries \(Strawberries\)](#)



[Grapes \(Green/Red\)](#)



[Potatoes](#)



[Broccoli](#)



[Green Onions](#)



[Squash](#)



[Brussel Sprouts](#)



[Kale](#)



[Stone Fruit](#)



[Carrots](#)



[Lettuce Iceberg](#)



[Tomatoes](#)



[Cauliflower](#)



[Lettuce Leaf](#)



[Celery](#)



[Lettuce Tender Leaf](#)

Commodity Updates



Apples

The apple market remains steady, like a quiet Midwest diner at 6 a.m.—unremarkable yet dependable, with consistent supplies of fruit waiting to be used. Food service sizes are abundant, ready to be sliced, diced, and served on cafeteria trays everywhere. There's no shortage or crisis—just apples, doing what they do best.

Commodity/Region	Supply	Price	Quality
Hudson, New York (September - June)	Steady	\$\$\$	Good



Asparagus

Asparagus supplies from Mexico remain strong, including excellent availability of XL and Jumbo sizes. This is an ideal time to promote asparagus! Expect the market to stay competitive into next week.

Commodity/Region	Supply	Price	Quality
Caborca (Year Round)	Steady	\$\$\$	Good
Ciudad Obregon (Year Round)	Steady	\$\$\$	Good
Peru (Year Round)	Steady	\$\$\$	Good



Avocados

ALERT

Markets remain steady at elevated levels. We're closely monitoring this week's Mexico harvest, with reports suggesting they may prevent a significant market drop to maintain higher prices. The size structure remains consistent, peaking with 60ct and smaller sizes, while 48ct and larger are priced higher. California has started off with light volumes but is expected to ramp up with better supply over the next couple of weeks.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Light	\$\$\$	Good
California (April - July)	Light	\$\$\$	Good



Bell Peppers

Supply remains steady, with Florida moving into newer fields that are yielding good-sized fruit, while the quality of the old crop is fair. Mexican production is strong, offering excellent quality. Canada is expected to begin colored bell peppers in 2-3 weeks.

Commodity/Region	Supply	Price	Quality
Florida (November - May)	High	\$\$\$	Good
Mexico (Nov. - May)	High	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Commodity Updates



Berries (Blackberries)

There hasn't been much change since last week. The expected numbers from Central Mexico and Baja continue to arrive as anticipated, though demand remains relatively low.

Commodity/Region	Supply	Price	Quality
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California (Year Round)	High	\$\$\$	Good
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Berries (Blueberries)

With the ending of the Chilean season, we're seeing a slight increase in market activity. Products are now arriving from Central Mexico, Baja, and the Central California coast, with reports highlighting exceptional quality.

Commodity/Region	Supply	Price	Quality
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California (Year Round)	Steady	\$\$\$	Good
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Dover, Florida (Year Round)	Steady	\$\$\$	Fair
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McAllen, TX (October - May)	Light	\$\$\$	Good
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Berries (Raspberries)

Most shippers are reporting a brief gap in production from Baja, Mexico, while Central Mexico is crossing lighter-than-usual volumes, leading to a firmer market.

Commodity/Region	Supply	Price	Quality
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California (Year Round)	Light	\$\$\$	Good
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McAllen, TX (October - May)	Light	\$\$\$	Good
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Berries (Strawberries)

ALERT

Strawberries are currently available from Texas, Florida, Santa Maria, Oxnard, and Baja California. Florida has passed its seasonal midpoint and is steadily declining. New crop California and Baja fruit will gradually increase over the coming weeks, weather permitting. Central Mexico is expected to experience a steady decline in production over the next 4 to 6 weeks.

Commodity/Region	Supply	Price	Quality
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California (Year Round)	Steady	\$\$\$	Good
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McAllen, TX (November - May)	Steady	\$\$\$	Fair
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Dover, FL	Steady	\$\$\$	Good
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Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Driscoll's
Only the Finest Berries™



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Commodity Updates



Broccoli

Broccoli quality remains excellent overall, despite the occasional yellow or brown bead. Sizing is improving as warmer weather sets in. Expect the market to stay steady heading into the weekend.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Santa Maria, California (Year Round)	Steady	\$\$\$	Good
Yuma, AZ (Nov. - May)	Steady	\$\$\$	Good



Brussel Sprouts

Both domestic and Mexican supplies are strong, and the open market remains soft. Supply levels are excellent, with both bulk and value-added categories ideal for promotions. Overall quality is very good, though some occasional insect damage may be seen in the domestic crop.

Commodity/Region	Supply	Price	Quality
Mexico (December-August)	Steady	\$\$\$	Good
Oxnard / Salinas, CA (May - July) (July-Dec)	Steady	\$\$\$	Good



Carrots

Harvest in the Imperial Valley desert region is gradually ramping up, and the outlook remains positive. Lake Park, GA is shipping a strong volume of chunks, cellos, jumbos, and baby products. A reminder to submit snack pack orders 48 hours in advance.

Commodity/Region	Supply	Price	Quality
Imperial Valley (February - May)	High	\$\$\$	Excellent
Kern County (October - Feb)	Steady	\$\$\$	Good
Various Northwest Regions (July - October)	Light	\$\$\$	Good



Cauliflower

Cauliflower supplies remain strong across all regions this week. Overall quality is good, though harvesters are encountering occasional off-color heads. Expect the market to stay steady heading into next week.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Santa Maria, California (Year Round)	Steady	\$\$\$	Good
Yuma, AZ (Nov. - May)	Steady	\$\$\$	Good



Celery

Oxnard and Santa Maria will continue to have good availability throughout the week, while moderate availability persists in Yuma. Large sizing will have the best availability. Shippers are adapting to demand, and pricing remains competitive. Quality across most suppliers continues to be above average.

Commodity/Region	Supply	Price	Quality
Oxnard, California (Year Round)	Steady	\$\$\$	Good
Yuma, AZ (Dec - April)	Light	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Commodity Updates



Citrus (Grapefruit)

Ruby Reds are available, with the highest volumes in 56ct and smaller sizes, and are being shipped from Riverside and the San Joaquin Valley.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Light	\$\$\$	Good
Texas (October - April)	Light	\$\$\$	Good



Citrus (Lemons)

Markets are stable across the board, with opportunities for deals on all sizes. District 3 (CA Desert/AZ) has concluded, and District 1 (San Joaquin Valley) is now the primary growing region, steadily ramping up each week with strong volume.

Commodity/Region	Supply	Price	Quality
Oxnard/Ventura (February - September)	High	\$\$\$	Good
San Joaquin Valley (October - May)	High	\$\$\$	Good



Citrus (Limes)

ALERT

The market is slightly higher. Crossings through McAllen, Texas remain strong, though quality is fair due to the continued arrival of old crop fruit. Offshore fruit is available from Miami and New Jersey and is currently unaffected by tariffs.

Commodity/Region	Supply	Price	Quality
Veracruz (Year Round)	Steady	\$\$\$	Good



Citrus (Oranges)

Peak sizes have shifted to the 72ct/88ct range, while the market for 113ct and 138ct is slightly stronger as the fruit sizes up as anticipated. There are still plenty of good deals available. Brix levels are in the 13 range, making it a solid year for foodservice. Valencias are expected to come into season by late May or early June.

Commodity/Region	Supply	Price	Quality
San Joaquin Valley (Year Round)	High	\$\$\$	Excellent



Cucumber

In the East, there is an overlap of product from Honduras and Florida. Mexico continues to see strong production of slicer cucumbers, and the market is expected to remain steady through May.

Commodity/Region	Supply	Price	Quality
Florida (Nov. - May)	Steady	\$\$\$	Fair
Mexico (November - May)	Steady	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Commodity Updates



Eggplant

ALERT

Supplies are currently light, but spring crops from both Florida and Mexico are just around the corner. With increased demand expected due to Lent, growers have scheduled harvests to meet this seasonal demand.

Commodity/Region	Supply	Price	Quality
Mexico (Nov. - May)	Steady	\$\$\$	Good
Florida	Light	\$\$\$	Good



Garlic

Garlic quality is exceptional, and supplies are expected to remain strong in the weeks ahead.

Commodity/Region	Supply	Price	Quality
East Coast (Year Round)	Steady	\$\$\$	Good
Bakersfield, California (Year Round)	Steady	\$\$\$	Good
Gilroy, California (Year Round)	Steady	\$\$\$	Good



Grapes (Green / Red)

The grape market is drowning—supply is outpacing demand, and prices have fallen to rock-bottom levels. Quality is inconsistent—some fruit is good, some not so much—but all of it is struggling to find buyers. It's a tough situation for growers, but a golden opportunity for bargain hunters.

Grapes (Green)

Commodity/Region	Supply	Price	Quality
Mexico (May - June)	High	\$\$\$	Good

Grapes (Red)

Commodity/Region	Supply	Price	Quality
Mexico (May - June)	High	\$\$\$	Good



Green Onions

Green onion supplies remain strong, with quality expected to stay excellent heading into next week. The market is also anticipated to remain steady.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good



Kale

Kale supplies are expected to be abundant this week, with the market anticipated to remain steady heading into next week.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Oxnard, California (Year Round)	Steady	\$\$\$	Good
Yuma, AZ (Nov -May)	Steady	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Commodity Updates



Lettuce Iceberg

Steady supplies of this commodity are expected in Yuma throughout the week. Shippers are adjusting to demand, so promotions are encouraged. Supplies continue to exceed demand, with weights averaging 42-46 pounds across multiple shippers. Given the ongoing warm weather, availability is expected to remain strong. However, light insect damage and slightly heavier-than-usual lettuce have been reported upon arrival.

Commodity/Region	Supply	Price	Quality
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Mexico (Year Round)	High	\$\$\$	Good
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Santa Maria, California (March-December)	Light	\$\$\$	Fair
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Salinas, California (May - October)	Light	\$\$\$	Fair
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Lettuce Leaf

Product availability is abundant in the Yuma region this week. Expect strong supplies of romaine, as well as green, red leaf, and butter lettuce. Supplies will comfortably exceed demand for at least the week, with romaine hearts also expected to remain steady. While slight insect damage has been reported, it remains minimal. Overall, the quality continues to be excellent, with good weight and texture.

Commodity/Region	Supply	Price	Quality
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Mexico (Year Round)	High	\$\$\$	Good
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Salinas, California (May - October)	Steady	\$\$\$	Fair
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Lettuce Tender Leaf

The quality of tender leaf items such as arugula, spinach, and cilantro remain strong, with minimal issues like mildew, discoloration, and tip burn. However, warmer weather in the growing regions is starting to bring some insect pressure. Expect the market to remain mostly steady.

Commodity/Region	Supply	Price	Quality
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Mexico (Year Round)	Steady	\$\$\$	Good
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Oxnard, California (Year Round)	Steady	\$\$\$	Fair
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Yuma, AZ (Nov. - May)	Steady	\$\$\$	Good
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Melon (Cantaloupe)

Cantaloupe prices remain steady, supported by increased fruit shipments from Honduras and a new cycle of product from Guatemala. The third rotation spring crop from Guatemala has been harvested, further bolstering supply. Upcoming holiday promotions may affect offshore availability. Melons are currently peaking in sizes 9s/J9 and 12, with Brix levels ranging from 13-15%.

Commodity/Region	Supply	Price	Quality
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Central America (December - May)	Steady	\$\$\$	Good
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Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Commodity Updates



Melon (Honeydew)

ALERT

Nogales honeydew supplies from Mexico are limited due to lower yields in the fields. However, offshore honeydew supplies are improving and are available at all major ports in California, Texas, Florida, and the Northeast. Sizing is primarily a mix of 5/6s, with limited availability of 8s.

Commodity/Region	Supply	Price	Quality
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Arizona (June-July) (October-November)	Steady	\$\$\$	Good
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Melon (Watermelon)

ALERT

Due to reduced acreage in Mexico, Nogales watermelon supplies will maintain stable demand for the remainder of the season. Offshore watermelons are steady in supply, helping to meet demand during gaps in Mexican availability. These markets will face continued challenges as retailers prepare for the upcoming holidays.

Commodity/Region	Supply	Price	Quality
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Arizona (June-July) (October-November)	Steady	\$\$\$	Good
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Mushroom

ALERT

Promotable volumes are available. Pricing is steady at lower levels. Tariffs are affecting imports from Canada which heavily supplements domestic supplies.

Commodity/Region	Supply	Price	Quality
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Nationwide	High	\$\$\$	Good
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Onions

Storage crop quality is strong, with good supplies of red and yellow onions from Western Idaho. Suppliers are open to deals as demand softens, especially on Jumbo red and yellow onions. Transportation may be impacted by storms across the country, with cold weather expected in Oregon, Idaho, Oklahoma, and New Mexico. Growers are monitoring the situation, hoping for minimal impact on crops.

Commodity/Region	Supply	Price	Quality
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Eastern Oregon/Parma, ID (August - April)	High	\$\$\$	Excellent
San Joaquin Valley (May - August)	Light	\$\$\$	Good
Tri-Cities, Washington (July - April)	High	\$\$\$	Good



Pears

ALERT

The pear market is in a tough spot—tight supplies, rising prices, and no relief until mid-July when California Bartletts arrive. Washington's crop took a significant hit, down 25% to 50%, with Bosc hit hardest, leaving few remaining. Anjou pears are the last variety standing, and their prices are expected to keep climbing.

Commodity/Region	Supply	Price	Quality
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Hood River, Oregon (August-July)	Light	\$\$\$	Good
Yakima, Washington (August-July)	Light	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Commodity Updates



Pineapples

ALERT

Pineapple supply will remain tight until the end of March, with peak volumes expected in May. Flexibility in sizes will be needed over the next 3-4 weeks to manage supply and demand. Costa Rican pineapples are the main source, with contracted business taking priority. High demand for large crownless pineapples and lower yields due to rain until mid-April may impact availability and pricing in the short term.

Commodity/Region	Supply	Price	Quality
Costa Rica (Year round)	Light	\$\$\$	Good



Potatoes

The market remains steady this week, with stable pricing. Distributors are now seeking DLVD pricing over FOB. Trucking availability has also improved. Florida and North Dakota are offering color potatoes, while sweet potatoes are available from North Carolina, Mississippi, and Arkansas.

Commodity/Region	Supply	Price	Quality
Idaho Falls, Idaho (August-July)	Steady	\$\$\$	Good
Pasco, Washington (August-July)	Steady	\$\$\$	Excellent



Squash

Supplies are steady spring crops are around the corner. Zucchini prices are still in the single digits, the yellow variety is still limited. Crops will soon transition from Sinaloa to Sonora as we get into the spring.

Commodity/Region	Supply	Price	Quality
Mexico (November - May)	Steady	\$\$\$	Good
Florida (Nov. - May)	Steady	\$\$\$	Good



Stone Fruit

California kiwi continues its steady run with dwindling supplies, but imports are starting to flood the market, complicating the situation. Meanwhile, peaches, plums, and nectarines from overseas are quietly making their way to both coasts. Supply remains moderate, demand is light, and the market moves along steadily—no major disruptions, just fruit steadily flowing through the system until April.

Commodity/Region	Supply	Price	Quality
San Joaquin Valley (May-October)	Steady	\$\$\$	Good



Tomatoes

Tomato supplies remain strong overall, with FOB prices slightly increasing, though demand remains light. Pricing is still available at minimum levels, but tariffs may impact product from Mexico this week. Overall quality is good.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	High	\$\$\$	Good
Florida (November - May)	High	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Weather Updates



CALIFORNIA

Temperatures will warm slightly on Tuesday as clouds increase ahead of a low-pressure system arriving Tuesday night. Morning lows will range from the mid 30s to mid 40s, with daytime highs reaching the mid 50s to mid 60s. Light to moderate showers will begin after midnight on Tuesday and continue through early Friday, with storm totals expected between $\frac{1}{2}$ " and $1\frac{1}{2}$ ". As skies clear on Friday, weak high pressure will allow temperatures to gradually warm, with highs reaching the upper 50s to mid 60s on Saturday.



MEXICO

Expect warm temperatures in Central Mexico through March 9th, with highs ranging from the low 80s to near 90°F through Saturday, and in the upper 70s to upper 80s on Sunday. Overnight lows will primarily be in the mid 40s to mid 50s throughout the weekend. There is no rain expected over the next five days.



FLORIDA

A cold front will bring showers and isolated thunderstorms on Wednesday. Rainfall totals are expected to range from 0.20" to 0.50" in northern Florida, 0.10" to 0.25" in central Florida, and near or less than 0.10" in southern Florida throughout the day. Higher rainfall totals are possible within thunderstorms, with gusty winds of 35 to 45 mph likely, especially during the frontal passage and in some storms. Conditions will dry out Thursday into Friday, with the chance for rain increasing again as we move into the weekend.

Temperatures will cool by 10 to 15 degrees on Thursday, with slightly warmer conditions ahead of the cold front on Friday and Saturday, followed by cooler temperatures on Sunday.



ARIZONA

Warmer temperatures, near seasonal norms, are expected Wednesday ahead of two cold fronts moving into southeast California by Thursday morning. The first front will bring rain to Coachella and Borrego Springs, while central Arizona will see separate rain, and the Imperial and Yuma Valleys will remain dry.

A brief dry period Thursday night will be followed by a second surge of moisture Friday, possibly bringing $\frac{1}{4}$ " or more to central Arizona overnight.

Strong westerly winds will gust up to 30-35 mph Thursday, easing to 15-25 mph on Friday. Morning lows will be in the 40s through Friday, cooling to the upper 30s to mid-40s over the weekend, with Wenden possibly dipping into the upper 20s Saturday.

For more information: <https://www.ventusky.com/?p=31.4;-89.7;3&l=rain-3h>

Freight Updates



Wet and snowy weather in the West this week will create challenges for trucks traveling between California's Central Valley and the Coastal/Desert regions. Expect strong winds and snow along the western stretch of I-40, forcing trucks loading in Yuma to take I-10 as an alternate route to avoid the weather.



U.S. On-Highway Diesel Fuel Prices*(dollars per gallon)

[full history](#) [XLS](#)

	02/17/25	02/24/25	03/03/25	Change from	
				week ago	year ago
U.S.	3.677	3.697	3.635	↓ -0.062	↓ -0.387
East Coast (PADD1)	3.791	3.795	3.742	↓ -0.053	↓ -0.409
New England (PADD1A)	4.021	4.043	4.037	↓ -0.006	↓ -0.259
Central Atlantic (PADD1B)	3.980	3.962	3.926	↓ -0.036	↓ -0.385
Lower Atlantic (PADD1C)	3.696	3.708	3.643	↓ -0.065	↓ -0.434
Midwest (PADD2)	3.602	3.615	3.551	↓ -0.064	↓ -0.368
Gulf Coast (PADD3)	3.382	3.420	3.343	↓ -0.077	↓ -0.388
Rocky Mountain (PADD4)	3.510	3.495	3.478	↓ -0.017	↓ -0.528
West Coast (PADD5)	4.316	4.358	4.303	↓ -0.055	↓ -0.350
West Coast less California	3.863	3.908	3.829	↓ -0.079	↓ -0.323
California	4.839	4.877	4.850	↓ -0.027	↓ -0.378

*prices include all taxes

For more information: <https://www.eia.gov/petroleum/gasdiesel/>

Crop Updates



A series of cold low-pressure systems will move into California through next week with moderate rain expected throughout much of the state. The desert growing regions will likely not see much rain, however, cooler temperatures and strong winds are forecast through mid-March. Good supplies and quality look to continue in the region with insect pressure becoming more problematic in the fields. Thrips, aphids, and gnats are present with recent reports of the diamondback moth and larvae showing up in some of the Cole crop (broccoli, cauliflower, cabbage, kale) stands. These pests are very difficult to combat as the larvae are well camouflaged and difficult to control once they take hold. The Diamondback moth was a significant problem for Salinas growers last fall especially in the broccoli fields.

As we approach the upcoming transition to Southern and Central California fields plantings and field work have been on schedule and look to be in good shape. These stands have seen generally good growing conditions since seeding. The current weather pattern of cooler temperatures and rain may impact transition schedules currently set for late March into early April. At this point we will have to wait and see how these fields come through these storms.

Tariffs of 25% on products from Canada and Mexico went into effect this week as retaliatory tariffs are being announced on products from the U.S. Given the numerous fruits and vegetables impacted by the tariffs, the produce industry is justifiably concerned about the impact the tariffs will have on the industry.



TIM LYNCH

QUALITY ASSURANCE MANAGER