



Produce Market Report

What Chefs Want!®



















January 6, 2023



Warnings: Celery & Cucumbers

Problems & Issues

Asparagus: Up \$3-4
Broccoli: Remains high, easing some
Cauliflower: High, coming down
Celery: Up \$12 (again)
Corn: Remains High
Grapes: Up \$4
Parsley: Remains high
Limes: Remains high
Potatoes (Larger sizes):
Remain High
Strawberries: Market remains elevated

- **Apples: Steady**
Overall, the apple market is steady. The market on apples coming from the west coast has been unreliable, but we are getting a steady flow from the east coast growers.
- **Asparagus: Up \$3-4**
Asparagus is up slightly as we transition to a new growing region. Still a good value and good quality product.
- **Avocado: Steady**
No changes in the avocado market. Supplies and prices are steady.
- **Bananas: Steady**
Bananas continue to be steady.
- **Berries: Remain elevated**
The strawberry market is still tough - seems to be a weather related challenge in each growing region. Same for bush berries - should be straightened out in a couple weeks.
- **Broccoli & Cauliflower: High, easing some**
Harvest numbers are starting to improve as temperatures improve. Look for this market to improve in a couple of weeks.
- **Celery: Up \$12 (again)**
The soil disease in the Oxnard growing area continues to take a toll on celery. In some cases it has wiped out entire fields. Supplies are extremely tight and prices elevated.
- **Corn: Remains High**
Yellow and bi-color corn is in limited supply and prices are elevated.
- **Citrus: Steady**
Limes: Remains High
Citrus coming out of Cali seems to be steady, Florida is a mixed market. The lime market is tight and prices are elevated.
- **Cucumbers: Up, seedless up \$9**
Cucumbers coming out of FL were hit hard by the frost. Supplies are very limited, prices elevated.
- **Grapes: Up \$4**
Domestic grape season is coming to an end, off-shore crop should be starting up soon. Prices are trending up due to this transition.
- **Melons: Steady**
Melons are being grown offshores this time of year. Both cantaloupe and honeydew are steady.
- **Green Onions: Elevated**
Onions: Steady
Onions continue to be steady. Green onion supplies continue to be tight and demand exceeds supply - causing prices to be elevated. Market is trending up.
- **Bell Peppers: Steady**
Red, yellow, and orange bell peppers are steady this week. Green bells may be trending up slightly.
- **Potatoes: Larger sizes remain higher**
Supplies are looking good on potatoes. Processors are buying up the larger sizes and keeping that market elevated.
- **Iceberg, Romaine, Romaine Hearts: Stabilizing**
Warmer weather and slower sales during the holidays have allowed crops to catch up and mature. Quality and prices should continue to improve.
- **Squash: Steady**
Yellow squash and zucchini are steady.
- **Tomatoes: Down \$8**
We are seeing better harvest numbers coming out of FL. The market should continue to improve each week.

More important info...

The market on leafy items continues to improve! The stretch of warmer temps in the growing region has allowed crops to mature, and for supply to meet demand. Overall quality has improved; sizing, output, appearance, weight. We hope to see the prices trend down and for quality to continue to improve.

The fusarium, soil disease, in the Oxnard growing region continues to take a toll on the celery market. Some growers have lost entire fields due to the fusarium. Demand exceeds supply - prices continue to be elevated.

The cucumber market, especially seedless cucumbers, coming out of FL were impacted by the freezing temperatures last week. Cucumbers are more delicate than other produce coming out of FL - this is why we are seeing them impacted more. We anticipate this market to take 10-14 days to recover,

Weather Outlook:

We are expecting more seasonal temps this week. Hoping this allows California and Florida growing regions to recover from the cooler temps in previous week.

