





















MARKET ALERT: TOMATOES, ASPARAGUS, BELL PEPPERS & STRAWBERRIES

<div>APPLES</div> <div></div>	STEADY	Great quality and prices.
<div>ASPARAGUS</div> <div></div>	UP SIGNIFICANTLY	Tight supplies from Peru and Mexico due to weather challenges and growing region transition - looking at a 30-40% reduction in supply compared to recent weeks. Expect industry-wide shortages for the next 3-4 weeks, especially in XL's and Jumbo sizes.
<div>AVOCADOS</div> <div></div>	STEADY	Steady supplies and prices.
<div>BANANAS</div> <div></div>	STEADY	Bananas continue to be steady.
<div>BERRIES</div> <div></div>	UP \$5	Blackberries are tight and quality if iffy - the market is steady where it has been.
<div>BROCCOLI & CAULIFLOWER</div> <div></div>	BROCC : UP SLIGHTLY CAUL: UP \$8	The broccoli market is steady this week. The cooler temps in SoCal and AZ have slowed down cauliflower production leading to tight supplies and an elevated market.
<div>BRUSSELS SPROUTS</div> <div></div>	STEADY	Steady supplies and prices.
<div>CELERY</div> <div></div>	STEADY	The celery market is steady this week. We will be keeping an eye on this market to see if the presence of fusarium (soil fungi) impacts harvest numbers.
<div>CORN</div> <div></div>	REMAINS ELEVATED	This market is extremely tight and prices are elevated. No signs of relief at this time.
<div>CITRUS</div> <div></div>	STEADY	Lemons are down \$2, oranges are trending down, and limes are up \$3. Ruby Red Grapefruit coming out of Florida is looking good!
<div>CUCUMBERS</div> <div></div>	STEADY	The seedless cucumber market is elevated. We may see prices on conventional cucs start to push up as crops transition from South Georgia/North Florida into more southern regions in Florida.
<div>GRAPES</div> <div></div>	REMAIN ELEVATED	This is likely the last week of domestic product and we will begin transition to all imported product. Prices remain elevated for quality product during this transition.
<div>LETTUCE</div> <div></div>	STEADY	Supplies and prices have steadied for iceberg, romaine, and romaine hearts. Good supplies good quality.
<div>MELONS</div> <div></div>	STEADY	The cantaloupe and honeydew markets are steady.
<div></div>	UP \$1-2	Due to high export demand onion prices have pushed up.
<div></div>	UP \$10-12	The market on red & yellow peppers in extreme - prices have jumped up another \$10-12. Quality is a concern and coloration may be off (steaking). Green bells are trending down, specialty peppers are tight.
<div></div>	STEADY	Larger potatoes are tightening up due to holiday demand and we may see prices creep up.
<div></div>	UP SIGNIFICANTLY	This market is extremely tight and prices are elevated. Production is down in all growing regions and quality is spotty.
<div></div>	UP \$12	The tomato market is extreme. Little to no grape tomatoes in the market, rounds and romas are very limited and prices are up across the board.
<div></div>	STEADY	Both of these markets have pushed up. Supplies are tight due to transitions and weather.

More important info...

Cold fronts, snow and rain in the north and central part of Mexico have led to extremely tight tomato supplies

Tomatoes, bell peppers, sweet peppers, squash, cucumbers, and beans are shifting to southern regions like Florida and Mexico for the winter. However, heavy rains from tropical systems and hurricanes disrupted fall plantings, affecting growth rates and quality. In Florida, production is gradually increasing but faces challenges like lower volumes and plant stress due to excessive rain and heat.

Overall, supplies are expected to remain light into the new year. Cauliflower production is reduced due to warm temperatures, and lettuce and leafy greens may experience improved textures with cooler temperatures. Ongoing monitoring of weather events impacting production will provide updates as more information becomes available.

It is citrus season! Keep an eye out for fun varieties like Buddha Hand Citron, Satsuma Mandarins, and Pomelos! California grown specialty citrus is a little behind schedule this year - more varieties coming soon!