





















MARKET ALERT: TOMATOES & ASPARAGUS

<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...

This week, tomatoes from Florida and Mexico remain scarce, with some shippers facing challenges and delays. Hot peppers from Central Mexico are finished, transitioning to Sinaloa. Logistics delays are expected due to the holiday season. The cool weather in South Florida and Mexico has caused delays and impacted crop quality and volume. El Nino's influence on weather patterns is affecting crop schedules, leading to higher market conditions through 2024.

Looking ahead, the avocado market depends on the balance between demand and supply. Harvest truck quantities have decreased by 13.5% compared to the previous year. Growers harvesting at higher altitudes may result in lower yields. Assessing crop damage in Guatemala due to freezing temperatures is ongoing. Yuma experienced rain with minimal supply disruption over Christmas. More rain is forecasted for the West Coast of California. Yuma expects no rain through the middle of the following week.

It is citrus season! Keep an eye out for fun varieties like Blood Oranges and Cara Cara Oranges. Castle Franco Radicchio and White Asparagus are also fun picks this time of year.