














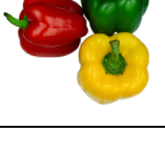






MARKET ALERT: ASPARAGUS, BELL PEPPERS & BERRIES

	STEADY	Great quality and prices.
	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.
	STEADY	Steady supplies and prices.
	STEADY	Bananas continue to be steady.
	REMAIN ELEVATED	Blackberries, raspberries, and blueberries are tight. Due to excessive rain, the quality of product coming out of Mexico is poor. There is some Peruvian fruit coming in but prices are high.
	BROCC : UP SLIGHTLY CAUL: STEADY	Broccoli remains elevated and has pushed up again. Cauliflower is tight and prices are elevated.
	STEADY	The Brussels Sprout marketing remains steady. Good pricing and supplies.
	UP \$2	The celery market has pushed up. We will be keeping an eye on this market to see if the presence of fusarium (soil fungi) impacts harvest numbers further.
	EASING SOME	The corn market is easing some but remains elevated.
	STEADY	Lemons, limes, oranges, and grapefruit markets are steady.
	STEADY	We are in the midst of transitioning to imported cucumber crops. The market remains steady.
	REMAIN ELEVATED	We have moved to all imported product. Still paying a premium for quality product right now.
	STEADY	Iceberg, romaine/romaine hearts, and red/green leaf markets are steady.
	STEADY	We may see these markets push up during transitional periods but the market remains steady this week.
	UP \$1-2	Green onions are extremely elevated due to short harvest numbers. Yellow, white, and red onions remain slightly elevated.
	UP \$10-12	The red pepper market is extreme due to short harvest numbers. The green bell pepper market has pushed up \$10 due to tight supplies as well.
	STEADY	The potato market remains steady.
	UP SIGNIFICANTLY	This market is extremely tight and prices are elevated. Production is down in all growing regions and quality is spotty.
	DOWN \$5-6	The tomato market remains higher than usual but prices have dropped this week. Supplies on most varieties remain extremely tight.
	ELEVATED	Yellow squash and zucchini markets are elevated due to tight supplies. Not a lot of product coming out of the southern growing region due to rain and coolers temps.

More important info...

In the eastern region, there is a shortage of green bell peppers, but their quality is good, demand is very high, and market prices are elevated. Red and yellow bell peppers continue to be in extremely limited supply. In the western region, the volume of red and yellow bell peppers is gradually rising, though not sufficient to meet the demand, thereby maintaining high market prices. Additionally, there is an increased demand for green bell peppers, contributing to higher market prices.

A severe shortage of asparagus persists from both Peru and Mexico. The scarcity is anticipated to persist in Peru due to heat-related challenges, and although Mexican volume is expected to increase by midmonth, supply issues and high markets are anticipated in the near future. While higher retail prices may deter some demand, the overall supply situation is expected to contribute to elevated market prices.

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.