

PRODUCE MARKET REPORT

ALERT: Asparagus, Corn, Limes, Grapes, Green/White Onions, Strawberries, Squash

<div>APPLES</div> <div></div>	STEADY	Good supply and good quality
<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>	UP \$2	Markets are trending up due to weather conditions in Mexico.
<div>BANANAS</div> <div></div>	STEADY	Bananas continue to be steady.
<div>BUSH BERRIES</div> <div></div>	BLUES & BLACKS: DOWN RASP: REMAIN HIGH	Blackberries, raspberries, and blueberries supplies are very tight with blueberry and blackberry pricing trending down. Blackberry quality is improving.
<div>BROCCOLI & CAULI</div> <div></div>	BROCC: STEADY CAULI: DOWN \$3	Lower demand has helped keep Broccoli pricing steady and Cauliflower pricing to decrease.
<div>BRUSSELS SPROUTS</div> <div></div>	STEADY	The Brussels Sprout market remains steady. Good pricing and supplies.
<div>CELERY</div> <div></div>	DOWN \$2	Celery market conditions have improved and prices are trending down.
<div>CORN</div> <div></div>	UP \$10	Colder weather and non-ideal growing conditions in Florida and Mexico are causing elevated pricing.
<div>CITRUS</div> <div></div>	LEMONS: UP \$2 LIMES: UP \$8-\$10 ORANGES: STEADY	Lemons are slightly elevated. Limes are up \$8- \$10 and supplies are tight due to lower yields. Oranges and grapefruit are steady and in good supply.
<div>CUCUMBERS</div> <div></div>	STEADY	Cucumbers continue to be steady but quality is not ideal due to the colder and wet weather.
<div>GRAPES</div> <div></div>	RED & GREEN: REMAIN HIGH	Both red and green grapes remain elevated and tight due to issues with shipping. Still paying a premium for quality product right now.
<div>LETTUCES</div> <div></div>	STEADY	Markets are steady but due to the colder weather, blistering is predicted on the outer leaves.
<div>MELONS</div> <div></div>	UP \$1	The cantaloupe market has increased only slightly. Taste is expected to improve over the coming weeks.
<div>ONIONS</div> <div></div>	YELLOW/RED: STEADY WHITE: UP \$10 GREEN: UP SIGNIFICANTLY	Green onions continue to be extremely elevated due to short harvest numbers. Yellow and red onions are now steady while white onions supply is very tight with elevated prices.
<div>BELL PEPPERS</div> <div></div>	GREEN: STEADY COLORS: DOWN \$8	Peppers are beginning to become steady/trend down as labor and harvests increase after the holidays.
<div>POTATOES</div> <div></div>	STEADY	The potato market remains steady.
<div>STRAWBERRIES</div> <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>TOMATOES</div> <div></div>	DOWN \$5-6	The tomato market remains higher than usual but prices have remained lower like the previous week. Supplies on most varieties remain extremely tight. Cherry tomatoes especially are seeing extremely low supply.
<div>SQUASH</div> <div></div>	EXTREMELY 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 early 2024, the calm start to the new year in the US gave way to a swift transition to wet and stormy conditions, particularly in the southern plains. The weather reflected anticipated El Niño patterns, featuring mild temperatures in the Northern US and colder-than-normal temperatures in the South. A storm system is forecasted to move from the western US to the southern plains in the coming days, bringing heavy rainfall and severe weather to the southern regions. National weather outlooks project below-normal temperatures and increased rainfall across most of the country for the next week.

The cooler and rainy weather poses challenges for certain crops. Crops such as tomatoes, peppers, and squash require warmer temperatures for growth and rely on pollination for fruit production. The cooler temperatures can hinder pollination and delay seed germination. Strawberries, with their thin skin, are particularly vulnerable to heavy rainfall, as the moisture can lead to quicker deterioration.

However, amidst these challenges, there is positive news! Despite the adverse conditions for some crops, others are thriving. Citrus fruits like blood oranges, cara cara oranges, and Meyer lemons are abundant. The taste of honeydew and cantaloupe is improving and expected to continue getting better in the coming weeks. Hardier vegetables such as broccoli, kale, and Brussels sprouts are also excellent options during this period.

