PRODUCE MARKET REPORT

ALERT: corn, grapes, white & green onions, strawberries, tomatoes & squash

APPLES	STEADY	Continue to be in good supply and good quality.
ASPARAGUS	DOWN SLIGHTLY	Industry wide shortages continue for XL's and jumbos due to both weather challenges and growing region transition. Standard sizes are still tight but supply is improving.
AVOCADOS	UP \$2	Growers are seeing harvest increases for the bigger fruit while smaller fruit is getting tight. The market will likely continue to rise through the Superbowl.
BANANAS	STEADY	Bananas continue to be steady.
BUSH BERRIES	BLUES & BLACKS: DOWN RASP: REMAIN HIGH	Products from Mexico are seeing the best availability and quality. Other growing regions are struggling for quality. Overall, market and supply are decent.
BROCCOLI & CAULI	BROCC: UP \$5 CAULI: UP \$6-\$8	Availability is becoming more limited as markets are very active and demand exceeds supply.
BRUSSELS SPROUTS	STEADY	The Brussels Sprout market is steady. Good pricing and supplies.
CELERY	DOWN \$2	Celery market conditions have improved and prices are trending down.
CORN	REMAINS HIGH	Weather conditions continue to limit the availability of corn with supplies turning almost non-existent.
CITRUS	LEMONS: STEADY LIMES: UP \$8-\$10 ORANGES: STEADY	Lemons are steady while the lime demand exceeds supply, limiting availability. The orange market is steady, especially for larger fruits. Grapefruit is steady.
CUCUMBERS	UP \$8	Cucumber market is increasing as supply has moved to off shore and imports only.
GRAPES	RED & GREEN: REMAIN HIGH	Grape markets remain elevated and tight. Severe weather has damaged ships in ports, vessels are behind and replacements are delayed. This trend is expected to continue for the next two weeks.
LETTUCES	STEADY	Markets are steady but due to the colder weather, blistering is predicted on the outer leaves.
MELONS	STEADY	The cantaloupe and honeydew markets are steady with decent supplies. Watermelon market is tight and elevated but production beginning in Florida is expected to help relieve in the coming weeks depending on weather.
ONIONS	YELLOW/RED: STEADY WHITE: UP \$10 GREEN: UP \$15	The onion market remains elevated, especially for white onions. Green onions remain troubled while the supply chain struggles to re-establish itself.
BELL PEPPERS	GREEN: STEADY COLORS: DOWN \$8	The red pepper market is finally starting to come off with harvest numbers improving. Green pepper smaller sizes are steady and larger sizes are slightly elevated.
POTATOES	STEADY	The potato market remains steady.
STRAWBERRIES	REMAIN CHALLENGING	The strawberry market is softening slightly but remains challenging. Mexican product has the best availability and quality.
TOMATOES	UP \$8 - \$10	Tomato markets continue to be tight across the board. Rounds and Romas are struggling the most with extremely limited availability and poor quality.
SQUASH	EXTREMELY FLEVATED	Yellow squash and zucchini markets are still elevated with extremely tight supply. Supply is expected to increase as production moves to new fields

More Important Info...

ELEVATED

Persistent extreme weather, characterized by heightened rainfall, continues to exert a significant impact on the harvests of

but harvests are still well below average.

it also depletes the soil of essential nutrients crucial for crop growth. Despite corn's inherent hardiness, it grapples with the challenge of being susceptible to toppling due to high winds. Beyond rain, freezing temperatures further compound the difficulties, leading to frosts in many growing areas and limiting fields, although these fields remain susceptible to storm damage. Some growers report yields plummeting to less than 10%

of their usual harvests. The persistence of cold temperatures is anticipated, with rainfall expected to alleviate in most Amid these challenges, citrus and hardier vegetables emerge as resilient choices during this time of the year, offering a more

