Berries – strawberry
Markets continue to recover from last week’s rain/hail in CA coupled with the waning season in Mexico and FL. Plants are trying to recover, but yields are down an estimated 25% through next week. Retail demand for Easter is strong. Improvements are expected in the next 7-10 days if the forecasted weather does not change.

Broccoli & cauliflower
Broccoli quality is fair to good. Production has moved to northern CA, and Mexican broccoli is very short. Markets are split as better supplies are available from CA. Cauliflower production has begun in northern CA and quality is fair to good with some riciness on the initial light supplies. Markets are mostly steady. Mexican supplies are challenged; AZ is waning while CA ramps up production.

Asparagus
Markets are mostly steady but could firm up due to Easter demand. Peruvian volume is returning for WA and Baja, with Mexico a few weeks away. Quality is good.

Avocados
Mexico: Harvest is limited due to Holy Week and demand may spike next week. Markets on #1 and #2 are steady with fruit size peaking on 48-60ct. CA: Volumes have increased by about 25% with rain sizing up the fruit. Due to the overall lack of rain and recent wind, fruit will be smaller and peaking on 48-60ct and smaller.

Beans – green
FL supplies are very good, quality is good, and markets are adjusting. Mexican supplies and demand are moderate.

Berries – blackberry, blueberry & raspberry
Mixed berries are challenged on both quality and availability. Blackberries from Chile are challenged with their quality upon receiving. Blackberries and raspberries are very short as the season wanes in Mexico coupled with CA running behind on production due to cooler weather.

Celery
Quality is good, with possible discoloration, insect damage, and pithiness due to warmer weather.

West Coast
Central Coast weather went from mild to a change of record high temps mid-week. A 20° cool-down is forecast next week with a change of light rain. Yuma has warmed and is very windy.

Mexico
Warm temps are in the forecast (95-115°F) for the central and southern states. Cooler weather is forecast for Baja and Sonora with 30-60mph winds in most of the country.

East Coast
The southeast will see some unseasonably low temps and then turn milder as we get into the Easter weekend.
citrus—lemons, limes, and oranges

Lemon demand and markets are steady. Supplies and quality are good. Lime markets are tight due to Easter with lighter crossings, rain, and less labor but may spike early next week and stabilize as labor returns. Size is peaking on 230-250ct with limited supplies of 175ct and larger. Orange demand is steady, and supplies are good. Quality is good with good color and sugar.

melons—cantaloupe & honeydew

Demand is good. Markets are lower on all cantaloupe as volumes increase. Honeydew markets have stabilized but are stronger in the West due to lighter supplies from Mexico. Quality is fair to good.

onions

Markets are a little softer on moderate demand. TX volumes are beginning but light on some sizes. Quality is good.

peppers—green, red & yellow

Supplies are short for FL green bells with good quality and higher markets. Red bell supplies are plentiful with good quality; markets are the lowest of the season. Yellow bells are short with higher markets. Mexican green bells are short, but Coachella should start towards the end of the month. Baja red bells should start next week. Quality is good. Hothouse orange pepper supplies are short but improving.

potatoes

Markets are firmer on good demand, with 40-70ct supplies likely to continue to tighten. Quality is good.

squash—yellow & zucchini

FL supplies are plentiful, quality is good, and markets are low. Growing conditions are excellent for the new fields. Mexican supplies are decent and new acreage is starting.

tomatoes

Overall tomato markets and availability continue to improve on all varieties. Quality is good. Hothouse Medley tomatoes are short.