

Top 5 Five

1. BROCCOLINI®, ALERT!

Sweet baby broccoli could be used as a sub.

2. CORN ALERT!

Supplies are improving.

3. CUCUMBERS ALERT!

Volume will improve soon.

4. ESCAROLE ALERT!

Yields are down.

5. GRAPES—

RED ALERT!

Supplies are expected to improve in May.

Outlook

WEST COAST

Temperatures will be above normal this week with below average precipitation forecasted.

EAST COAST

Look for elevated temperatures this week. Precipitation will be above average for the entire East Coast except the New England states. The New England states can expect normal amounts of precipitation.



asparagus

Supplies are plentiful and the quality is excellent. Supplies exceed demand.



avocados

Harvests were down 15-20% last week and expect the market to react quickly with an increase this week on all sizes.



beans—green

Eastern supplies are strong, quality is good, demand is weak, and the market is low. Western markets are slightly higher, supplies and quality are good, and demand is moderate.



broccoli & cauliflower

Broccoli supplies have been lighter, and the market is firming up. Expect the market to be active as the desert region winds down.

ALERT!

Broccolini® demand exceeds supply. Sweet baby broccoli supply has improved and could be a potential sub. Cauliflower markets are softer with fair to good supplies of 12/16cts, the 9cts are tighter.



celery

Markets are steady with good supplies and moderate demand.



citrus—lemons, limes & oranges ALERT!

Large size lemons are very plentiful, while 140cts & smaller are tight. Lime demand is steady. New production harvests are underway and will yield smaller-sized fruit with enhanced quality. Large fruit will be limited in supply. The Navel orange market is currently increasing due to a shortage of small-sized navel oranges, as a result of excessive rainfall which has led to larger fruit sizes. While the industry has a surplus of large oranges, the availability of small and medium sizes is critically limited.



berries—blackberry, blueberry, & raspberry

Blackberry supplies and markets are steady. Production will be increasing towards the end of the month.

Blueberry supplies are good from Mexico. Quality is good and markets are higher. Raspberry supplies are steady. Quality is good and markets are higher.



berries—strawberry

Supplies in CA have improved, and the quality is good. FL weather is taking a toll on quality. The supplies have increased, and markets are lower.

the FreshPress

Produce that's Fresh. Information that's to the Point.

March 8th, 2024



Reality Check



cucumbers **ALERT!**

Eastern cucumber supply remains extremely limited, quality is fair, markets are very high. Western supplies are light, markets are higher and expected to remain high.



eggplant **ALERT!**

Eastern supplies are very light, quality is hit and miss, demand is strong, and markets are very high. Western supply is good, and supplies are heavier for 24cts. The quality and demand are good, and the markets are steady.



grapes—green & red **ALERT!**

Red grapes demand exceeds supply. Markets remain strong for all grapes. The quality is good to excellent.



lettuce—iceberg, leaf, & romaine **ALERT!**

The **iceberg** market remains active, and supplies are tight. **Leaf lettuce** supplies continue to be light this week and are expected to be for several weeks on **Boston green & red leaf**. The market continues to increase. The **romaine** market has increased significantly as demand has picked up. The market on **hearts** has followed suit and are trending much higher as supplies tighten.



melons—cantaloupe & honeydew

Supplies are lighter for all varieties of melons this week, especially larger sizes. **Cantaloupe** arrivals this week are showing higher color and Brix. The honeydew quality remains good.



onions—yellow, white, & red **ALERT!**

No quality inventory is available from ID for **white onions**. WA white onion supplies continue to decrease, and very high markets continue to drive demand down. The overall onion market is steady.



peppers—green, red & yellow **ALERT!**

Eastern **green bell** supply is good on off-grades. Supplies are limited on #1's and the market is stronger. **Red** and **yellow** bells are extremely limited. Western **green pepper** sizing is heavier to medium and large, overall supply is short. **Red bell pepper** demand exceeds supply, **yellow** volume is improving. **Hothouse red and yellow pepper** supplies are short with demand exceeding supplies. Some lots are showing heavier green cast and lack full color.



potatoes—russet

Supplies are very light on 40/50cts from most suppliers; 90/120cts are plentiful. This trend should continue through the summer months. Markets are steady and quality is good.



squash—yellow & zucchini

Eastern **zucchini** and **yellow squash** supply are better, quality is good, and the markets are lower. Western demand is light, supply and quality are good. **Yellow** supplies have increased. More volume is expected next week.



tomatoes **ALERT!**

Grape & cherry varieties remain on alert status due to lack of availability out of Mexico & FL. **Roma** markets remain stable for both the East and West. The **round** market continues to improve with increased availability out of Mexico. **Hothouse Campari** and **medley** tomatoes are extremely tight, and demand exceeds supplies.

| | HIGH | INCREASING | STEADY | DECREASING | ALERT | ALERT | INCREASING | STEADY | DECREASING | LOW |
|----------------------|------|------------|--------|------------|-------|-------|------------|--------|------------|-----|
| Supply | | | | | | | | | | |
| Price | | | | | | | | | | |
| VEGETABLES | | | | | | | | | | |
| Arugula | | | | | | | | | | |
| Asparagus | | | | | | | | | | |
| Beans - Green | | | | | | | | | | |
| Broccoli | | | | | | | | | | |
| Broccolini | | | | | | | | | | |
| Brussels Sprouts | | | | | | | | | | |
| Cabbage | | | | | | | | | | |
| Carrots | | | | | | | | | | |
| Cauliflower | | | | | | | | | | |
| Celery | | | | | | | | | | |
| Corn | | | | | | | | | | |
| Cucumbers | | | | | | | | | | |
| Eggplant | | | | | | | | | | |
| Garlic | | | | | | | | | | |
| Lettuce - Iceberg | | | | | | | | | | |
| Lettuce - Leaf G/R | | | | | | | | | | |
| Lettuce - Romaine | | | | | | | | | | |
| Lettuce - Spring Mi• | | | | | | | | | | |
| Mushrooms | | | | | | | | | | |
| Onions - Green | | | | | | | | | | |
| Onions - Red | | | | | | | | | | |
| Onions - Yellow | | | | | | | | | | |
| Onions - White | | | | | | | | | | |
| Peas - Snow/Snap | | | | | | | | | | |
| Peppers - Chiles | | | | | | | | | | |
| Peppers - Green | | | | | | | | | | |
| Peppers - R/Y | | | | | | | | | | |
| Potatoes - Russet | | | | | | | | | | |
| Potatoes - R/W/Yuk | | | | | | | | | | |
| Potatoes - Sweet | | | | | | | | | | |
| Spinach | | | | | | | | | | |
| Squash - Yellow | | | | | | | | | | |
| Squash - Zucchini | | | | | | | | | | |
| Tomatoes - Gr/Ch | | | | | | | | | | |
| Tomatoes - Roma | | | | | | | | | | |
| Tomatoes - Round | | | | | | | | | | |
| FRUIT | | | | | | | | | | |
| Apples | | | | | | | | | | |
| Avocados | | | | | | | | | | |
| Bananas | | | | | | | | | | |
| Berries - Blackberry | | | | | | | | | | |
| Berries - Blueberry | | | | | | | | | | |
| Berries - Raspberry | | | | | | | | | | |
| Berries - Strawberry | | | | | | | | | | |
| Citrus - Lemons | | | | | | | | | | |
| Citrus - Limes | | | | | | | | | | |
| Citrus - Oranges | | | | | | | | | | |
| Grapes - Green | | | | | | | | | | |
| Grapes - Red | | | | | | | | | | |
| Melons Cantaloupe | | | | | | | | | | |
| Melons Honeydew | | | | | | | | | | |
| Melons Watermelon | | | | | | | | | | |
| Pineapple | | | | | | | | | | |

Information is subject to market fluctuations and meant to be used only as a guide. Consider transit time for your area as this is a current condition report, and up to 10 days may pass before the effects show in your market. See the FreshPress Plus+, our extended guide of the current market information at freshpoint.com.