

the Fresh Press

April 19th, 2024

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



asparagus

Local production coupled with Peruvian and Mexican imports has decreased the market. Quality is good. As regions shift in Mexico an anticipated upward trend in the market is likely by end of next week.



avocados **ALERT!**

Industry harvests are down, and large fruit is becoming limited as demand builds ahead of Cinco de Mayo. Small fruit is more available, and markets remain steady. Quality is fair due to very dry product as a result of high heat in Mexico.



beans—green

Eastern supplies remain strong, quality and demand are good, and the market is low. Western markets are active with limited supplies, good demand and a higher market.



berries— blackberry, blueberry, raspberry

Blackberry and **blueberry** have good supplies and quality, and markets are decreasing. **Raspberry** supplies are tight, quality is good, and the markets are increasing.



berries—strawberry

Rain in CA has created shortages this week. Supplies will gradually increase over the next week while Mexico supplies are winding down. Markets are higher this week but are expected to decrease next week. Quality is improving.



broccoli & cauliflower

The **broccoli** market is trending down, and weather is slowing production. **Cauliflower** supplies are lighter due to cooler weather and markets have firmed up. Expect supplies to be tight for the next two weeks.



celery

The market is a bit higher while the desert region is finishing; however, supplies are expected to be adequate into next week.



citrus—lemons, limes, & oranges **ALERT!**

Lemons are peaking on 115cts and larger sized lemons; however, smaller sizes (140cts and smaller) are tight, keeping the market high. Flexibility on size and grade will be needed to help fill small lemon orders. The **Lime** market is softening with an increased demand for Cinco de Mayo. Industry availability is better for small sizes, while large sizes remain limited. Quality has improved and supplies are limited on 110/150cts. **Oranges** are peaking on 36/40 /56cts size Navels. Expect tight supplies and higher markets, especially for smaller size Navel oranges.



cucumbers

Eastern supplies are steady, quality and demand are good, and the market is moving well. Western supplies and quality are good, and the market is lower.

Sysco®

Top 5 Five

- 1. CORN **ALERT!****
Western demand exceeds supply.
- 2. PEARS **ALERT!****
Small sizes are extremely limited with elevated markets.
- 3. PEPPERS— **ALERT!**
CHILES**
Supplies are very limited.
- 4. PINEAPPLE **ALERT!****
Demand exceeds supply for the next couple of weeks.
- 5. RADICCHIO **ALERT!****
Demand exceeds availability.

Outlook

WEST COAST

The West Coast can expect near normal temperatures this week with above average amounts of rain.

EAST COAST

The Northeastern Coast will experience lower-than-normal temperatures this week while the Southeast will see elevated temperatures. Expect near normal to slightly below average precipitation along the Coast.

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Reality Check

VEGETABLES	Supply			Price						
	HIGH	INCREASING	STEADY	DECREASING	ALERT	ALERT	INCREASING	STEADY	DECREASING	LOW
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 Mix										
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										



eggplant

Eastern supplies and quality are good, demand is weak, and the market is lower. Western volume has improved, the market is steady, and quality is good.



grapes—**green & red**

ALERT!

Volume continues to be lighter than normal as import supplies are being strategically aligned to meet supplies. Quality is declining on green varieties; expect to see shortages prior to the start of Mexico and Southern CA product which is still one month out.



lettuce—iceberg, leaf, & romaine

The **iceberg** market has firmed up quickly as yields are down due to quality issues: smaller heads and lighter field weights. **Leaf lettuce** supplies are improving, and market adjustments continue to decrease for **Boston**, and **red and green leaf**. **Romaine** is seeing an industry-wide impact with quality issues that have pushed the markets back up.



melons—cantaloupe & honeydew

The **cantaloupe** market is strong as warmer weather increases demand. Supplies have been adequate; quality is excellent, and the market is steady. **Honeydew** supplies are improving, and quality is good.



onions—yellow, white, & red

ALERT!

The availability of **yellow onions** will be improving over the next couple weeks as the spring crops in TX and CA get underway. **Red onions** are limited in supply from all areas and will remain so for another few weeks. **White onions** are available in CA and TX. Markets are lower on **yellow onions**, and higher on **red onions**.



peppers—green, red & yellow

Eastern **green bell pepper** supplies and demand are good, the quality is very good. The market is steady. **Red and yellow bell** supply is good, and demand is weak. Western supplies are abundant with the exception of extra-large and **Jumbo green bell peppers**. **Red and yellow pepper** supplies are good, and the market is lower.



potatoes—russet

Supplies are very light on 40/50cts from most suppliers; 90/120cts are plentiful. This will continue through the summer months. Demand is following supply and quality is good. The market is steady on large and lower on smaller sizes.



squash—yellow & zucchini

ALERT!

Eastern **zucchini** supply, demand and quality are good. The market is stable. The quality and supply of **yellow squash** is very limited. Western demand is moderate for **zucchini**. Supplies are good on all varieties and quality is fair.



tomatoes

ALERT! **Round tomatoes** remain on alert status due to lack of availability. **Grape, cherry, and Roma** varieties continue to improve with increased supply and normal demand. **Hothouse Campari cocktail tomatoes** are extremely tight, and demand exceeds supplies.

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.