

the Fresh Press ALERT

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

Updated for March 8th, 2024

Broccolini ®

ALERT!

Demand exceeds supply. Sweet baby broccoli supply has improved and could be a potential sub.

Citrus—Lemons, Limes & Oranges

ALERT!

Lemons from D1 (Central Valley) have been impacted by the weather. Large sizes are very plentiful, while 140cts & smaller are tight. Suppliers are starting to harvest in D2 (Central Coast) for smaller sizes to help support D1. **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. Expect decreased supply through the end of March or April. Markets are projected to remain elevated. Demand will dictate markets. 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, and this is expected to persist for the duration of the Navel season and into the Valencia orange season.



Corn

ALERT!

Eastern supplies are better, the quality is good, and the market is lower. Western supplies have a moderate demand, bicolor is slightly higher, others are steady. Quality is fair.

Cucumber

ALERT!

Eastern cucumber supply remains extremely limited, quality is fair, markets are very high. No relief is expected until the new FL fields start, and Mexico has more supply. Western supplies are light, markets are higher and expected to remain high. The transitional growing area is slated to start late next week—this will help with supply and quality.

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.

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Escarole

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Yields are down, and demand exceeds supplies.

Grapes—Red

ALERT!

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

Onions—White

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.

Peppers—Red, and Yellow

ALERT!

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. All peppers will remain short for 3 weeks. Hothouse red and yellow pepper supplies are short with demand exceeding supplies. Some lots are showing heavier green cast and lack full color.



Romaine

ALERT!

The romaine market has increased significantly as demand has picked up and quality, mostly mildew pressure in the field, is impacting yields.

Tomatoes— Cherry, Grape & Hothouse Campari & Medley

ALERT!

Grape & cherry varieties remain on alert status due to lack of availability out of Mexico & FL. Hothouse Campari and medley tomatoes are extremely tight, and demand exceeds supplies.