

# the Fresh Press ALERT

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

Updated May 7<sup>th</sup>, 2021



## Beans—Green **ALERT!**

FL is in transition and supplies are light, with good quality in newer fields and fair in older. The market remains strong. Coachella supplies are very short, and Mexico is finished

## Berries—Blackberry, Blueberry & Raspberry **ALERT!**

Mixed berries remain challenged with lighter supplies and strong demand. Weather challenges in multiple growing regions have delayed the start of harvest in new areas and limited supplies continues. Relief is expected in the next 7-10 days.

## Berries—Strawberry **ALERT!**

Strong demand continues as the Mother's Day pull ends; the next big push is for Memorial Day. CA weather has improved with warmer days and sunshine returning to the growing regions. Steady but slow improvements are not expected to be seen until mid-to-late May.

## Broccolini **ALERT!**

Broccoli quality and supplies are good. Broccolini is challenged due to cooler weather. Yields have dropped, and markets are in demand exceeds supply. Alternative packs are available to fill in.

## Carrots **ALERT!**

Jumbo carrot supplies are limited, and sizing and availability should improve around June. Snack Pack supplies are limited due to school use increases. Some quality issues are stem-end discoloration in processed product and woody cores.



## Cauliflower **ALERT!**

Markets are active as yields have declined due to cooler weather on the central coast of CA. Better supplies are expected next week. Quality and condition are fair to mostly good.

## Citrus—Limes **ALERT!**

The market should begin to deflate over the next few weeks. Additionally, we'll begin to see larger fruit being harvested. The crop is currently peaking on 230 & 200cts, but we'll see more 175 & 150cts.

## Grapes—Green **ALERT!**

Red grape supplies are good on both coasts with a wide range in quality and markets are steady. Green grape supplies are very limited with poor to fair quality and markets remain high. CA's new crop will start next week with the majority coming from Mexico mid-May.

## Mushrooms **ALERT!**

Some supply challenges are being seen on large-size Portabellas, Cremini, and white mushrooms. Labor is a major concern. Freight challenges are continuing to grow. These issues are expected to last for the next several months.

## Peppers—Red & Yellow **ALERT!**

FL green bell supply is fair, quality is good, and the market could take a jump by the weekend. Red and yellow bell supplies are very short, and the market is higher. Mexico is waning, and quality varies. Baja is in good production, and Coachella up and running on green bells, with red in about 2 weeks. Red and yellow bell supplies will remain tight until mid-to-late May.