the Fresh Press ALERT

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

DECEMBER 22ND & 29TH, 2017

AVOCADOS ALERT
Supplies remain tight as they continue to limit harvest in Mexico; we anticipate this shortage to continue into mid-January. CA will begin shortly. There has been some damage from the CA fires and wind, but it is still too early to assess the full damage.

BEANS—GREEN ALERT
The market is active and remains in demand exceeds supply. The majority of supply is from FL but lighter than normal due to cooler temperatures. Quality remains good, expect some misshapen beans and scarring; harvesting will be lighter due to Christmas. Warmer temperatures expected will improve supplies.

BROCCOLI & CAULIFLOWER ALERT
Broccoli: The market is unsettled and moving upward. Quality is fair to good with branching, purpling, irregular growth, loose bead, and under-sizing. Supplies are tight. **Cauliflower:** The market is active as supplies are short. Quality is fair to good, with undersizing, some loose/poor jackets, and occasional bruising.

HERBS—BASIL ALERT
Yields and quality are down in CA and Mexico due to a mix of weather and the fires—drastically reducing supplies for the next 7–10 days. Also, a note about parsley: a supply gap may be on the horizon in the New Year.

MUSHROOMS ALERT
Hurricanes have affected TX/FL farms, burdening the industry over the next few months.

PEPPERS—RED & YELLOW ALERT
Red and yellow pepper supplies remain tight with fair quality from Coachella and Baja, with a possible supply gap until Mexico starts in 7–10 days. Mexican hothouse supplies are light; therefore, expect a strong market. Coachella green peppers are waning and Jumbo and XL sizes will be limited. Potential freezing weather could have an impact on peppers in the Coachella Valley. Eastern green pepper supplies remain steady.

TOMATOES, ALL VARIETIES ALERT
The overall tomato market continues to be very active, but we are beginning to see increasing volume out of FL and Mexico. The incremental increase in volume has taken the current market out of "extreme" status, but please be aware the market remains very active.

WATERMELON ALERT
Supplies remain extremely short as the Sonoran region of Mexico finishes up, creating a gap until central Mexico production starts in the next week or so. Limited supplies from FL with strong demand.



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