

the FreshPress

March 24th, 2023

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



Top 5 Five

1. BROCCOLI—BABY **ALERT!**

Short supplies continue.

2. HERB—CILANTRO **ALERT!**

Supplies are unable to meet demand.

3. ONIONS—LEEKs **ALERT!**

Suppliers are not meeting demand as Salinas is oversaturated from rain and Yuma volume is limited.

4. PEPPERS—CHILES **ALERT!**

Supplies are better but not able to meet demand.

5. TOMATOES— **ALERT!** BEEFSTEAK

Supplies are struggling to meet demand.

Outlook

WEST COAST

The Yuma growing region is expecting cool conditions with clouds and sun, afternoon showers and gusty winds forecasted early in the week. Lows in the 50s to highs in the mid-70s. Recent flooding in CA has impacted many of our growers. As more details become available, we'll provide updates on optional items and growing regions.

MEXICO

Expect warm and sunny conditions with afternoon showers. Lows in the mid-50s and highs in the 90s.

EAST COAST

New England areas are expecting below average temps, with above average temps expected in the southeast. Precipitation is below normal in south FL, with the opposite for the rest of the Eastern Seaboard.



asparagus

Jumbo and Extra-Large sized volume have improved. The light demand has the market fairly steady. The expected Easter pull will increase markets somewhat.



avocados

Harvest and demand are strong out of Mexico in preparation of Holy week. CA heavy rain is halting all harvesting until the rain stops.



beans—green

The East Coast market is getting stronger due to shorter supplies and cooler weather. Quality is good. The West Coast shows moderate demand and volume; the market is lower, and quality is good.



berries—blackberry, blueberry & raspberry

Blackberry volume is light, but steady, from Mexico. Markets are increasing. Central Mexico has good **blueberry** volume along with new FL production. Quality is good and markets are steady. **Raspberry** volume is steady to lighter from Central Mexico. CA is delayed due to weather. Markets are strengthening. Quality is good.



berries—strawberry

Rain in Southern CA along with below normal temps has slowed production. Supplies are very light. FL and Central Mexico are ending, further limiting volume. Quality varies widely. Markets are higher.



broccoli & cauliflower

ALERT!

The **broccoli** market is active and trending up. Supplies are snug, and demand is steady. **Baby broccoli & Broccolini (ALERT)** continues with extremely short supplies due to continued wet weather. The **cauliflower** market has been active with ups and downs. Yuma is warming up, which has brought on supply and the market is softer for now. The desert area is winding down and Salinas is not ready; expect lighter supplies through April.



celery

Supplies are limited due to the weather, but demand is lighter. The market a little softer for the time being and expected to be short lived.

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

The **lemon** market is active as medium/small sizes are tight; 115ct and larger are plentiful with good markets. Good supplies of quality **limes** continue to be limited. Most of the volume is running small, 230/250cts. Quality issues are noted on large sizes 110/150cts. Rain is causing a delay in **orange** supply; we will see supplies tighten up.



cucumbers

Supplies are good, quality is good, and the market is steady.



eggplant

Supplies are good, quality is good, and demand is weaker. The market is lower overall.



grapes—green & red

Supplies are very good with steady arrivals from Chile. Volume from Peru is lighter. Demand has improved. Quality is good and markets are steady.



lettuce—leaf, iceberg, romaine

The market is holding steady overall and meeting demand. Click [FreshPress+](#) to read more.



melons—honeydew & cantaloupe

Supplies are good overall, and the size profile is getting larger for both. Quality is good to excellent.



onions—red, white, yellow

Supplies in the Northwest are waning. The market has softened a bit in the PNW. Inventory now loading in TX will be TX grown product of U.S.A.



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

The East Coast **green bell pepper** supply is much better. The market is expected to move lower soon. Quality is very good. **Red and yellow bell peppers** are extremely short. The West Coast has a late start to Coachella due to cold weather and will have the market on a steady upward trend as Mexican supplies decline. Demand is good for **green peppers**, others are lighter. A strong pepper market is holding.



potatoes

Demand is starting to strengthen, and markets are increasing. Quality is very good.



squash—zucchini & yellow **ALERT!**

East coast **zucchini** supplies are lighter, demand is good, and markets are a little higher. **Yellow squash** quality is hit and miss due to wind (scarring). Demand is strong. West Coast **zucchini** is seeing better supplies, good quality, and moderate demand, and the market has adjusted slightly lower. **Yellow squash** supplies are lighter, and demand is stronger.



tomatoes

The market remains stable out of FL and Mexico on large **round, grape, and roma** varieties with adequate volume. There is additional volume on **6x6 rounds and cherry tomatoes** which will continue to improve the market. Look for markets to remain stable through next week as volume continues to increase. **Hothouse Beefsteak tomatoes (ALERT)** are struggling to meet demand.

ALERT!

Reality Check

VEGETABLES	Supply			Price						
	HIGH	INCREASING	STEADY	DECREASING	ALERT	ALERT	INCREASING	STEADY	DECREASING	LOW
Arugula										
Asparagus										
Brussels Sprouts										
Beans – Green										
Broccoli										
Broccolini										
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										
FRUITS										
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										

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