

Conventional Fruit:



Apples: Overall, the quality and supply of the 2024-2025 apple crop has been good, though supply of the Honeycrisp variety continues to be limited. Most promotable varieties include Granny smith, Fuji, and Cosmic Crisp. New crop Wild Twist apples are now available.



Bananas: The market remains steady with good supplies from all shippers.



Berries: Blackberries. Markets are steady.

Blueberries – Markets are trending higher as Peru is past Peak. Chilean fruit is coming into play to accommodate February promotions.

Raspberries – Markets are stronger with lighter supplies.

Strawberries – Markets are steady with good supplies.



Citrus: Oranges – California Navels are in full production. Markets are steady with good quality.

Lemons – Markets are steady out of growing areas.

Limes- Markets are at the bottom of the scale with good volume crossing into the US.



Citrus, Varietal: Grapefruit – Texas Grapefruit now in stock. A few sizes to choose from along with Melo Gold Grapefruit arriving this week.

Tangerines: California Satsumas are in full production. Other tangerine varieties out of California started this week with good supplies.



Grapes. Markets are trending lower with good supplies. Import Red Seedless, and Green Seedless is in stock. Import Cotton Candy the end of the month. Muscat bags Mid-February.



Melons: Cantaloupe- Markets are stronger with light supplies. **Honeydew-** Markets are stronger with light supplies.



Tropical Fruit: Mangos –Market is stronger with lighter supplies—Peruvian Kents in stock.

Pineapple – Supplies remain steady. Honey Glow supplies are light and will remain scarce through January.

Kiwi Fruit –California supplies are steady with a stable market. Gold Kiwi is finished for the season.

Dragon Fruit –Markets are steady on Red/White varieties. Yellow Dragon Fruit supplies remain tight.



Pears: Supplies remain limited, especially on Bosc pears. Forelle, Happi and Starkrimson pears are finished out of the Northwest.

Varietal Fruit



Pomegranates. POM Wonderful still has good supplies on almost all sizes.

Cherries: Chilean Cherries are now in stock. Markets are steady with good supplies. Now is the time to promote.

Stone Fruit: Chilean Peach and Nectarines are now in stock. Markets are steady. Plums will arrive the first week of February.

Conventional Vegetables:



Anise / Fennel: Supplies are exceptionally light with strong markets for next week. We are loading J Marchini label.

Shippers are gapping on this item.



Artichokes: Markets are steady with some deals being offered. The thornless varieties will be the exclusive variety during the winter crop. We have 12ct jumbo and 36ct in stock now. Deal on 36ct #116.



Asparagus: Markets remain strong on all sizes. Cold weather in the growing districts.



Avocados: Markets remain strong on all sizes. Light supplies and high prices projected for Super bowl.



Beets: Markets are steady on Bunched beets. We are loading Boskovich label from Mexico.



Beans: Market is steady with good supply and good quality.



Bok Choy: Supplies are better with steady markets. We are loading Ratto label from California.



Broccoli: Broccoli continues to be promotable with aggressive pricing from shippers.



Broccoli Artisan Sweet Baby: Supplies are good. For next week. We are loading Andy Boy label.



Brussel Sprouts: Supplies are good with steady markets for next week. We have the 25# bulk, 12/2# in stock. We are loading Ippolito brand from Arizona.



Cabbage: Markets are steady for next week on both red and green. We are shipping green from the N/W, and red from Arizona.



Carrots: Supplies are steady.



Cauliflower: Cauliflower is getting a little stronger, but supply remains good.



Celery:

The market has leveled and up and shippers are holding to current pricing for next week. The quality has been nice from all the growing areas.

Cilantro: The supplies are good with steady markets for next week.

The Boskovich label is steady.

Corn: 12/4 packaged corn in stock. Steady markets.



Cucumbers: Slicing cucumbers are a little stronger as cool weather in Mexico slow production. HH cucumbers are steady with good supply and promotable pricing.





Leeks: Markets are steady. We have N/W grown from Ralphs in stock now.



Lettuce Items: Markets on lettuce, leaf, and romaine are all steady as the Yuma crop is up to full speed. The quality is getting better daily. Colder nights could slow productions and increase markets.



Mushrooms: Good supplies and availability with all growers currently.



Potatoes: Russet market continue to be steady with good supply. Good availability on colored potatoes red and yellows out of Colorado



Onions: All dried onions out of the Northwest, red, and yellows steady markets, white onion market is stronger. Mayan Sweet onions are available with good supply.



Peas: The supplies are better on both snow and snap peas with lower markets for next week.



Peppers: The green pepper market is showing signs of weakness as shippers struggle to keep up with production. Color bells are finally showing signs of improvement. Hot house peppers are slowly increasing production.



Peppers, Mini Sweet: Mini peppers are in good supply and markets remain favorable for promotions.



Peppers, Chilies & Tomatillos: Markets are steady as supply and quality remain good.



Radishes: Supplies are Better with markets coming off next week. We are loading Boskovich label from Mexico.

Spinach: The supplies are getting better with steady markets for next week. We are loading Boskovich label.



Squash: Markets are much stronger as cooler weather hits the growing areas. Look for these tighter markets into February.



Hard Squash: Markets are stronger as supply is falling off due to the cold weather. Acorn squash is especially tight.



Tomatoes: Mexico's fruit will certainly be affected by Hurricane Beryl as it rolls through the growing areas. The Roma markets has leveled off as most of this fruit is grown in Baja currently and should not be affected by this storm.



Yams & Sweet Potatoes: #1 Beauregard Yam out of Arkansas with lower markets and plenty supply. All other sweet potatoes out of CA with steady markets with good supply.



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Organic Fruit:



Apples, Organic: Good availability on most varieties, especially Gala, Granny smith, Fuji. Organic Honeycrisp will remain limited, similarly to conventional.



Avocados, Organic: Markets remain strong. Carton 60's and 12/2 lb. bags in stock.



Bananas, Organic: Markets are steady with good supplies from all shippers.



Berries, Organic: Organic Blackberries steady. Blueberry markets are trending higher with lighter supplies. Raspberry, and Strawberry markets remain strong.



Citrus, Organic: Valencia and Navel Orange markets are steady with good supplies. Lemon markets are steady. Grapefruit markets are steady.



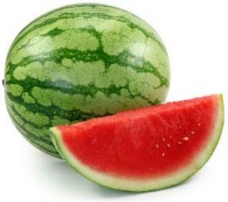
Grapes, Organic: Special order.



Kiwi, Organic: California kiwi markets are steady. Mega Kiwi is in stock for about 4 more weeks.



Mangoes, Organic: Light supplies of Peruvian Mangoes.



Melons, Organic: Markets remain strong on watermelon cartons and minis.



Pears, Organic: Organic Anjou, Red pears and Bosc are available out of the NW. Organic Bartlett pears are wrapped up for the season.



Pineapple, Organic: Steady supplies and markets.



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Organic Vegetables:



Anise "Fennel," Organic: Supplies are very light with stronger markets for next week.



Beets, Organic: Markets are steady on bunched red, We are loading Grimmway label.



Broccoli, Organic: Markets are steady with good supply from Yuma.



Cabbage, Organic: Markets are steady on both red and green for next week. We are shipping Grimmway label from California.



Carrots, Organic: Steady supply.
Ralph's Greenhouse Bunched are done for the season.



Cauliflower, Organic: Supply is a little tighter, but markets are still favorable for promotions.



Celery, Organic: Production is light as the growing area is transitioning to Mexico. Both the whole celery and the celery heart markets are high.



Cilantro, Organic: Markets are steady with good for supplies next week.



Cucumbers, Organic: Supply is tighter, and markets are trending upwards.



Greens, Organic: Markets are steady on all kales, chards, and collards. We are shipping Grimmway.



Green onion and radish: Steady markets on both green onions and radishes for next week.



Herbs, Organic: Supplies are good with steady markets on parsleys for next week.



Lettuce, Organic: Romaine heart supplies are good with steady markets for next week. Romaine and leaf are steady for next week. Good value on 12/3ct romaine hearts #11529 Thru next week.



Onions, Organic: bulk organic red, white and yellow onions out of the NW with steady markets.



Mushrooms, Organic: Organic mushrooms are steady.



Peppers, Organic: Supply of green and Hot House color bells is looking better. Markets are easing slowly.

Peppers, Organic Mini Sweet: Supply is steady with good numbers from Nogales.



Potatoes, Organic: Organic potatoes are on good supply market is steady on cartons, lower markets on bagged colored and russets.



Squash, Organic: Hard squashes are tight but available from Nogales. Zucchini and yellow squash are stronger as supply drops due to cool weather.



Tomatoes, Organic: Steady markets on most tomato packs. Organic Cherry and Grape tomatoes are seeing better production out of California. Organic Roma Tomato market is much stronger.

Produce Terms:



Market Alert – Simply put, “Market Alert” is what is going on in the market at that given time. Remember, this could change daily based on supply, demand, and weather.

Extreme Market Conditions -- Extreme is just that, extreme. Not within the normal range of what historically has been happening. This could be mostly due to growing conditions and the demand is still there daily. An extreme market will also have extremely high prices as well. Quality can also be adversely affected.

Strong Market -- This means that the price of the product is at the higher end of norm. Growers and shippers have a stronger demand for the product that commands a higher price.

Weak Market – Just the opposite of a strong market a weak market is where the product is plentiful, and the FOB



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