

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, Pink Lady, and Cosmic Crisp.



Bananas: The banana market is now stabilized with good supplies from all shippers.



Berries: Blackberries. Markets are steady with good supplies.

Blueberries – Markets are trending higher with lighter supplies.

Raspberries – Markets remain strong with light supplies.

Strawberries – Markets trending lower as new crop Santa Maria fruit comes into play.

Citrus: Oranges – California Navels are in full production.



Lemons –

Limes-



Citrus, Varietal: Grapefruit –
Tangerines:



Grapes. Markets are steady. Import Red Seedless and Import Green Seedless in stock. Peru Cotton Candy now in stock.



Melons: Cantaloupe- Markets are steady. MAG melons in stock.

Honeydew- Markets are steady.

Watermelon – Markets are steady on Bins and cartons, & stronger on Mini's



Tropical Fruit: Mangos: Market is higher. Mexico fruit is now available.

Pineapple: Supplies on both Gold and Honey Glow are extremely tight and will remain so through March.

Kiwi Fruit: Italy and Greece Kiwi is in the pipeline now keeping the market steady. Golden Kiwi from California is also available.

Dragon Fruit: Markets are steady on red and yellow Ecuador varieties.

Papaya: Hawaiian Papaya is extremely short due to past storms that hit the big island.



Pears: Bartlett pears will be available out of Chile at the end of next week. Comice pears are winding down out of the Northwest. Bosc supply continues to tighten.



Varietal Fruit

Cherries: The Chilean Cherry season is finished up.

Stone Fruit: Chilean Peach, Nectarines and Plums supplies are winding down.

Conventional Vegetables:



Anise / Fennel: Supplies are very light with strong markets for next week. 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 14ct long stem artichokes in stock now.



Asparagus: Markets are trending lower. 11 lb and 28 lb cases in stock



Avocados: Markets remain strong on 60's and larger. Steady on 70's and bags.



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



Beans: The market remains steady with supply on the tighter side.



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



Broccoli: Broccoli supply is holding steady and should remain good with warmer weather in the forecast.



Broccoli Artisan Sweet Baby: Supplies are light. For next week. Andy Boy is prorating.



Brussel Sprouts: Supplies are good with stronger markets for next week. We have the 25# bulk, 12/2# in and organic 12/1# in stock now with very good quality.



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



Carrots: Supplies are steady.



Cauliflower: Cauliflower is steady and looking to remain promotable with warmer weather bringing on production.



Celery:

The market has bottomed out with good supplies. The quality has been nice from all the growing areas.

Cilantro: The supplies are better will lower markets for next week. The Boskovich label is in stock.



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



Cucumbers: Slicing cucumbers are steady. HH cucumbers are plentiful with supply from Mexico and Canada.



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



Lettuce: Supplies are light with stronger markets. We should start seeing better supplies next week as the weather is warming. The quality and weights are improving.



Mushrooms: Good supplies and availability with all growers currently.



Lettuce, Leaf/Romaine: Both leaf and romaine markets are still holding firm for next week due to reduced yields cause by planting gaps and soil borne disease. Improved supply should lead to lower markets in the upcoming weeks.



Potatoes: Russet market continue to be steady with good supply. Good availability on yellow potatoes out of Colorado



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



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



Peppers: The green pepper market is steady with excellent supply and quality in Nogales. Color bells are steady with good supplies as well.



Peppers, Mini Sweet: Mini peppers are showing some signs of activity as supply starts to slow down.



Peppers, Chilies & Tomatillos: Markets are showing signs of strength across the board.



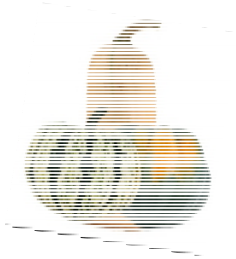
Radishes: Supplies are Better with lower markets for next week. We are loading Boskovich label from Mexico.



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



Squash: Markets are slightly better for zucchini and grey squash. Yellow remains tight.



Hard Squash: Markets are steady in Nogales.

Tomatoes:



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.



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 48's and 12/2 lb. bags in stock. 60's due next week.



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



Berries, Organic: Organic Blackberries steady. Blueberry markets are stronger with light 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. California has good volume on Organic Tangerines with lower markets.



Grapes, Organic: Peru Red Seedless in stock.



Kiwi, Organic: California kiwi markets are steady.



Mangoes, Organic: Light supplies of Peruvian Mangoes.



Melons, Organic: Markets are steady on watermelon cartons and minis.



Pears, Organic: Bosc pears are wrapped up out of the Northwest. Markets are steady.



Pineapple, Organic: Steady supplies and markets.



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Organic Vegetables:



Anise “Fennel,” Organic: Supplies are getting better with steady markets for next week.



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



Broccoli, Organic: Markets are steady with good supply.



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



Carrots, Organic: Steady supply.



Cauliflower, Organic: Supply is picking back up with better weather encouraging growth rates in Yuma. Look for better pricing as we get into the end of February.



Celery, Organic: Production is better as the more growing areas are opening up. Both the whole celery and the celery heart markets are trending down.



Cilantro, Organic: Markets are steady with better quality for next week. We are loading Earthbound label.



Cucumbers, Organic: Supply is steady, and markets are holding.



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 better with steady markets on parsleys for next week.



Lettuce, Organic: Romaine heart supplies are good. with deals being offered. Romaine and leaf markets are steady for next week.
Deal on 12/3ct romaine hearts #11529.



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 bells is steady and Hot House color bells are looking a little stronger.

Peppers, Organic Mini Sweet: Markets are on the move as numbers decline in Nogales.



Potatoes, Organic: Organic potatoes are on good supply market is steady on cartons.



Squash, Organic: Hard squashes are tight but available from Nogales. Zucchini and yellow squash are easing with light supply but light demand.



Tomatoes, Organic: Steady markets on most tomato packs. 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 prices are at the lower end of the norm.

FOB – Means “Freight or Free on Board.” This has to do with the cost of the product without freight. Buyers need to know the cost and if the price is delivered or at shipping point.

Escalation – This is when pricing is on the rise. Several factors could include supply and demand, poor quality issues, and gaps in growing regions.

Remains Active – Movement within the commodity group is still at its norm and the demand is still good.

Tighten Up – This is where the product is getting scarcer for the demand.

(Normal) Steady and in Fairly Good Supply – The commodity is just where it should be with nothing out of the ordinary.

Act of God – We have contract for pricing for various items. Sometimes through no fault of anyone prices skyrocket well above the range of norm usually because of severe weather conditions, drought, hurricanes, storms, freeze or anything else that may severely affect product loss and unavailability.



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