

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 trending lower with increasing supplies.

Strawberries – Markets are steady with good supplies.

Citrus: Oranges – California Navels are in full production.



- **Lemons** – Lemon market is steady, a lot of small sizes.
- **Limes**-Limes are in a slightly tighter supply, but market is still steady.



Citrus, Varietal: Grapefruit –

Tangerines: Grapefruit

- GFT Texas is winding down, California reds have started.

Mandarins

- Mandarins are all steady.



Grapes. Markets are trending higher on good quality fruit. Import Red Seedless and Import Green Seedless in stock. Peru Cotton Candy in stock.



Melons: Cantaloupe- Markets are steady. MAG 9 /12ct melons in stock. Regular 9/12 ct in stock.

Honeydew- Markets are steady.

Watermelon – Markets are stronger, cartons, & 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 now available out of Chile. Comice pears are finished out of the Northwest. Off-shore Bosc will be available in 1-2 weeks.

Conventional Vegetables:



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Anise / Fennel: Supplies are getting better with lower markets for next week.



Artichokes: Markets are steady with deals being offered. We have 12ct jumbo on sale now. We have 12ct purple artichokes and 14ct long stem green available on preorder.



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



Avocados: Markets remain strong on all sizes.



Beets: Markets are steady on Bunched beets. We are loading Cascade label from Arizona.



Beans: Supply is noticeably short as growers struggle with quality and field transitions. Expect short supply and higher markets for a couple of weeks.



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



Broccoli: Broccoli is steady as we transition to Salinas. Markets are flush with supply but may tighten as Yuma wraps up and cool weather slows Salinas production.



Broccoli Artisan Sweet Baby: Supplies are good with nice quality from Andy Boy.



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



Cabbage: Markets are steady on both red and green. We are shipping both red and green from CA/AZ.



Carrots: Supplies are steady.



Cauliflower: Cauliflower is mostly steady with production from Yuma, Santa Maria, and Salinas. Things will tighten a bit once Yuma falls out and Salinas remains slow due to cool weather.



Celery:

The market has started to show some strength. The quality has been nice from all the growing areas.



Cilantro: The supplies are lighter with steady markets for next week. The Boskovich label is in stock.



Corn: 12/4 packaged corn in stock. Steady. 48 ct Florida bicolor in stock.



Cucumbers: Slicing cucumbers are stronger in Nogales as growers transition to northern growing areas. HH cucumbers remain in good supply from Mexico and Canada.



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

Leaf lettuce and Romaine: We are at the end of the Yuma crop and markets are starting to climb.



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 lighter on both snow and snap peas with stronger markets for next week.



Peppers: The green pepper market is tighter with lighter supplies, especially on bigger sizes. Color bells are steady but showing signs of strength. Expect Canada to start their spring peppers in early April.



Peppers, Mini Sweet: Mini peppers are slightly higher as production slows from recent flushes.



Peppers, Chilies & Tomatillos: Markets are steady across all varieties.



Radishes: Supplies are Better with steady markets for next week. We are loading Cascade label from Yuma.

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



Squash: Markets are steady with excellent supply of zucchini and grey. Yellow remains tighter.



Hard Squash: Markets are steady as production slows. Most growers are finished for the season on delicata, and butternut is getting noticeably short. Acorn and spaghetti remain in good supply.

Tomatoes:



- Rounds markets are steady.
- Roma market is promotable and good quality.
- TOVs are stable.
- Specialties are promotable, next month Canada starts should be a great year to promote



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 light supplies from all shippers.



Berries, Organic: Organic Blackberries steady. Blueberry markets are stronger with light supplies. Raspberry and Strawberry markets steady.



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. New crop Organic Bartletts now available out of Argentina.



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.



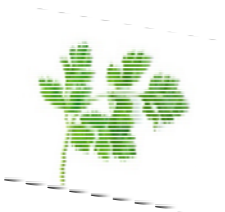
Carrots, Organic: Steady supply.



Cauliflower, Organic: Supply is tighter as production winds down in the desert. Salinas is going in a small way but not enough to bring markets down.



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



Cilantro, Organic: Markets are steady with good quality for next week. We are loading Cal Farms label from Yuma.



Cucumbers, Organic: Markets are tight but steady on both slicing and greenhouse cucumbers.



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 light with stronger markets for next week. Romaine, leaf, and iceberg markets are higher. Most shippers are gapping due to transitions.



Mushrooms, Organic: Organic mushrooms are steady.



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



Peppers, Organic: Supply of green bells is steady and Hot House color bells are looking a little stronger.

Peppers, Organic Mini Sweet: Supply of organic mini peppers has gotten short as growers fight quality issues and are crossing much lower numbers.



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 steady with decent supply available.



Tomatoes, Organic: Steady markets on most tomato packs.

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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