

the Fresh Press

For June 28 & July 5, 2024

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



Top 5 Five



asparagus **ALERT!**

Demand exceeds supply as both Mexico and Peru struggle to fill orders. Sizes affected are mostly Jumbo and Extra Large. The market is much higher and is expected to increase. Quality is good to fairly good.



avocados **ALERT!**

Operations in Mexico have resumed only in Uruapan, while other Mexican cities remain closed for export to the U.S. and still undergoing negotiations. The rainy season has also begun—limiting harvesting. It will take another 10-14 days to refill the U.S. supply chain. CA finished with higher volumes than expected last week, we anticipate similar numbers this week. Size is peaking 48/60cts. Colombian volumes are decreasing as their season wanes. The first Peruvian containers are arriving to the U.S., sizing is heavy on small fruit.

beans—green

The bean crop in GA is coming to an end. Production has started in the northern growing regions as well as NC. Santa Maria, CA has started but volume is very limited. The market is high and will remain volatile for several weeks.

berries—blackberry, blueberry & raspberry

Blackberry volume remains steady. Quality is good. Markets are steady. **Blueberry** volume is steady. We are two weeks out from increased

volume from new growing areas. Quality is good. Markets are steady. **Raspberry** volume remains light with good quality. Markets are increasing.



berries—strawberry

Volume continues to gradually decline as production centers around Central CA and the plant's output decreases from the peak. Quality remains good, demand is very good. Markets are higher.



broccoli & cauliflower **ALERT!**

The **broccoli** market remains elevated on tight supplies. Supplies look to slowly improve and the market to see a slow downtrend. **Cauliflower** supplies are good and markets steady.



celery

The market is lower as we settle in the Salinas area. Supplies continue to meet demand.



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

CA **lemon** supplies are tight, especially for small sizes. There is significant import volume from Argentina and Chile. Tropical storms have reduced **lime** harvesting and packing operations, resulting in lower volumes and increased markets. Supplies are limited for very large size (110ct). **Orange re-greening**

1. BRUSSELS SPROUTS **ALERT!**

Demand exceeds supplies; the market continues to move higher.

2. HERB—CILANTRO **ALERT!**

Tight supply continues; the market is firm with demand exceeding supplies

3. LETTUCE—HONEY GEM **ALERT!**

Demand is exceeding supplies; supplies will be short for the next few weeks.

4. PEPPERS—CHILES **ALERT!**

Anaheim peppers are extremely limited with substitution requests possible.

5. TOMATO—HOTHOUSE HEIRLOOM **ALERT!**

Demand exceeds supplies.

Outlook

WEST COAST

Temperature conditions are expected to be average to above average for the area for the next 10-14 days. Precipitation is expected to be average to just below average for some parts of the West.

EAST COAST

The entire East Coast is expecting well above average temps for the next 10-14 days. Precipitation is ranging from average in the northeast to below average in the southeastern areas.

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due to summer heat is upon us, but with no effects on taste, just appearance.

cucumbers



Eastern supplies are starting to tighten up again. Expect markets to be on the higher side for the next few weeks. Western volume and markets are steady. Baja is supplying the majority of volume.

eggplant



Eastern markets are steady on both Fancy and Choice volume. The western market is reflecting lower volume as CA's Central Valley heat has caused a good amount of bloom drop, and Central Mexico lost acreage from the tropical storm.

grapes—green & red



Mexican volume is sufficient to meet demand with San Joaquin slated to start in a stronger way early July. The market is steady.

lettuce—leaf, iceberg & romaine



The **iceberg** market continues its slow crawl downward as demand begins to settle. Overall **leaf lettuce** markets have settled at current levels. Quality is good. **Romaine** has started to settle and heart markets continue the slow downward trend as supplies and quality improve.

melons—honeydew & cantaloupe



Cantaloupe is transitioning to the Westside area, but with potential sizing substitutes as Yuma finishes with larger sizes. Quality is good. **Honeydew** volume is limited as Mexican volume has declined. Smaller sizing mostly affected, also with potential sizing subs.



onions—red, white, yellow

Supplies are good on **yellow and red onions** in NM and CA. Quality is good. **White onion** demand and markets are increasing due to rain.



peppers—green, red & yellow ALERT!

The eastern **green bell pepper** market is strong. GA is finishing and NC is in full production. In the West, **all varieties of peppers** are limited in volume with **red and yellow peppers** mostly affected; quality is fair at best. High markets overall are expected to stay for a few weeks. **Hothouse pepper** demand exceeds supplies.



potatoes

Supplies are light on 40-50ct from most suppliers; 90-120ct are plentiful. Demand is following supply accordingly. Markets are steady on large sizes and lower on smaller sizes. Quality is good.



squash—zucchini & yellow

Eastern **yellow squash** and **zucchini** markets are flat. GA is finished but most other northern regions have started. Expect the markets to stay relatively flat as all regions are harvesting. Western volume is seeing increases on the coast and valley resulting in a much lower market. **Yellow squash** volume is improving and the market relaxing somewhat.



tomatoes

Supply continues to be light on **all tomato varieties**. The transition to AL has started, but volume is limited. Availability out of VA & NC will not start until early July. Northern CA has started, but it may be another 1-2 weeks before we see any increased volume. **Hothouse Heirloom tomato** ALERT! demand exceeds supplies.

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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