

# the Fresh Press ALERT

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

For June 28 & July 5, 2024

## 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.

## Broccoli

**ALERT!**

The market remains elevated on tight supplies. Supplies look to slowly improve and the market to see a slow downtrend.



## Brussels Sprouts

**ALERT!**

Demand is exceeding supplies, and the market continues to move higher. Seasonal quality and transitional challenges have significantly reduced yields.

## Citrus—Lemons, Limes, Oranges

**ALERT!**

Lemons: CA supplies are tight, especially for small sizes (165-200cts). The U.S. market is receiving significant import volume from Argentina and Chile. Mexican lemons are challenged by extreme weather, from extended



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drought to torrential rains. Suppliers are prorating as much as 30% to 40%. Limes: Tropical storms have reduced harvesting and packing operations, resulting in lower volumes and increased markets. However, the rain may help volume in coming weeks. The majority of volume is in 230/200/175cts and limited in very large size (110ct). Oranges: [Re-greening](#) due to summer heat is upon us, but with no effects on taste, just appearance. Extra time may be needed to gas Valencias which may cause some delays at packaging houses.

## Herb—Cilantro **ALERT!**

Tight supply continues with cilantro and the market is firm with demand exceeding supplies.

## Lettuce—Honey Gem **ALERT!**

Honey Gem lettuce demand is exceeding current supplies, and supplies will be very short for the next few weeks.

## Peppers—Chiles **ALERT!**

Eastern chile pepper supply is good, and demand is good. Markets are strong. All western area varieties are robust and active. Anaheim peppers are extremely limited with substitution requests possible. CA's Central Valley product should start to come on strong mid next week.

## Peppers—Green, Red, Yellow **ALERT!**

The eastern green bell pepper market is strong. GA is finishing and NC is in full production. High markets are expected to stay for the next few weeks. In the West, all varieties of peppers are limited in volume with red and yellow peppers mostly affected. Regional growing shift, uncooperating weather have quality just fair at best. The market is very high and expected to hold up to ten days. Hothouse pepper demand exceeds supplies.

## Pineapple **ALERT!**

Supply remains tight, especially on larger sized fruit, and demand is very good. Larger sizes are at a premium right now. Quality remains good with 12-14 Brix, and most on the high side.

## Tomatoes—Hothouse Heirloom **ALERT!**

Hothouse Heirloom tomato demand exceeds supplies.

