


Produce Market Advisory


For the week of January 21, 2019


Market Alerts


Recommended Items to Avoid


Freeze Alert – The recent freezing weather in Arizona and Mexico continue to affect quality and pricing of several products. Be sure to read The Produce Market Advisory for up-to-date info and recommendations.


 **Iceberg Lettuce** – Plant icing has caused quality issues such as blister, peel, puffiness and short shelf life. Pricing is 10% higher than normal. Romaine, Green Leaf and pre-cut product are all better options.

 **Soft Vegetables** – Supplies of Bell Peppers and Squash are very light. Quality is good, but pricing is 15-20% higher than normal. Choice-grade Green Peppers and Medium Zucchini are the best value.

 **STRAWBERRIES** – Harvests are still light out of California and Mexico, but Florida has improved. Pricing may be higher in certain markets. Blueberries and Blackberries are a better option.

 **TOMATOES** – Quality of Round and Grape Tomatoes remains fair, particularly in the Eastern half of the U.S., due to the cold and rain in central Florida. Roma supplies and quality are much improved. Pricing is still higher than normal in most markets for most varieties, with 6x6 Rounds and Romas being the best value.

 **Broccoli/Cauliflower** – Supplies are very light on all bulk and pre-cut product. Quality is good to fair, with pricing up to 20% higher than normal.

 **Asparagus** – Mexico's harvest remains very light, and Peru's harvest is finished early. Pricing is extremely high and quality is fair. Avoid use where possible for the next 1-2 weeks.

MARKET OPPORTUNITIES

SPECIALTY POTATOES- Quality is very good on all Colored, Fingerling and Yukon Potato varieties.

Plums – Imported fruit from Chile and Peru are excellent quality.

CALIFORNIA NAVEL ORANGES- Quality is very nice and pricing is good on 88 CT and larger sizes of Fancy- and Choice-grade Navels.

AVOCADOS- Quality is excellent and pricing is lower than in recent months. Fully ripened product is plentiful. #2 Grade fruit is the best value.



Produce Meter

● Good ● Fair ● Caution

Commodity	Quality	Market
Apples	●	●
Asparagus	●	●
Avocado	●	●
Bananas	●	●
Bell Peppers (Western)	●	●
Bell Peppers (Eastern)	●	●
Berries: Strawberries	●	●
Berries: Raspberries	●	●
Berries: Blackberries	●	●
Berries: Blueberries	●	●
Broccoli	●	●
Carrots	●	●
Cauliflower	●	●
Celery	●	●
Citrus: Lemons	●	●
Citrus: Limes	●	●
Citrus: Oranges	●	●
Cucumbers (Western)	●	●
Cucumbers (Eastern)	●	●
Eggplant (Western)	●	●
Eggplant (Eastern)	●	●
Garlic	●	●
Grapes, Green	●	●
Grapes, Red	●	●
Green Onions	●	●
Lettuce: Romaine / Leaf	●	●
Lettuce: Iceberg	●	●
Lettuce: Spring Mix/Spinach	●	●
Melons: Cantaloupe	●	●
Melons: Honeydew	●	●
Melons: Watermelon	●	●
Onions	●	●
Pears	●	●
Potatoes	●	●
Squash (Western)	●	●
Squash (Eastern)	●	●
Tomatoes (Western)	●	●
Tomatoes (Eastern)	●	●

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(continued)

A Peek at Peak Seasons

Pears: Bartlett, Bosc and Anjou pears and excellent quality out of Washington and California. Bartlett, Bosc and Red Pears are approaching peak harvest out of Washington and California. Quality is excellent.

Potatoes: Idaho potatoes are at peak season from now through March. New crop Idaho potatoes are now in season. Quality and pricing are very good.

Cherries: Quality is excellent on imported Cherries.

Specialty Citrus: Winter Citrus is in season – Mandarins, Tangerines, Clementines, Blood Oranges and more are available. Ask your distributor for recommendations!

















Weather Update

California: Cool morning temperatures and mainly dry conditions most of the week.

Yuma, AZ: Temperatures finally warming slightly, with drier conditions.

Mexico: Slightly below seasonal temperatures and normal precipitation in most growing regions.

Florida: Much colder temperatures, at times below freezing overnight, with rainy conditions expected.

 Apples	Quality is good, 125 CT and smaller sizes are less available
 Asparagus	Quality is good, pricing is extremely high
 Avocado	Quality and pricing are good
 Bell Peppers	Quality is good, pricing is higher
 Berries(Blackberries)	Quality and pricing are good
 Berries(Blueberries)	Quality and pricing are good
 Berries(Raspberries)	Quality is good, pricing may be higher
 Berries(Strawberries)	Quality is fair, pricing may be higher
 Broccoli	Quality is good to fair, pricing is higher
 Carrots	Quality and pricing are good
 Cauliflower	Quality is good to fair, pricing is higher
 Celery	Quality is good, pricing is higher
 Citrus (Lemons)	Quality and pricing are good
 Citrus (Limes)	Quality and pricing are good
 Citrus (Oranges)	Quality and pricing are good
 Cucumbers	Quality and pricing are good

 Eggplant	Quality is good, pricing is higher
 Garlic	Quality is good, pricing is higher
 Grapes (Green)	Quality is fair, pricing is good
 Grapes (Red)	Quality is fair, pricing is good
 Green Onions	Quality is fair, pricing is higher
 Lettuce Iceberg	Quality is fair, pricing is higher
 Lettuce Leaf	Quality is fair, pricing is good
 Melon(Cantaloupe)	Quality is good, pricing is fair
 Melon(Honeydew)	Quality is good, pricing is fair
 Melon(Watermelon)	Quality and pricing are fair
 Onions	Quality and pricing are good
 Pears	Quality and pricing are good
 Potatoes	Quality and pricing are good
 Squash	Quality is good, pricing is higher
 Tomatoes	Quality is fair, pricing is higher on Grapes and larger Rounds