


# Produce Market Advisory


For the week of February 18, 2019


## Market Alerts


### Recommended Items to Avoid


**SEVERE WEATHER ALERT**-Unseasonably cold temperatures and heavy rains continue to affect many crops grown in California and Yuma AZ. Quality and availability of products impacted include **Strawberries, Iceberg, Romaine, Celery, Cauliflower, Broccoli** and **Brussels Sprouts**.

 **STRAWBERRIES** – Poor growing conditions in California continue to create quality issues for most **Strawberries** in the market. Pricing is stable, due to lower demand after Valentine's Day, however good quality product is very scarce. Avoid use where possible, substituting **Blueberries** or **Raspberries** as better quality options.

 **GRAPES** – Supplies continue to be limited, pricing is slightly higher than normal and quality is fair. **Red Grapes** are a better cost and quality option than **Green** this week.

 **BRUSSELS SPROUTS**– Quality is poor and sizing is small, due to the cold and rainy growing conditions in Yuma AZ. Pricing is higher than normal.

 **CELERY**– Pricing remains very high on both bulk and pre-cut Celery, also due light supplies from the cold, wet conditions in Yuma. Quality is fair to good.

 **CAULIFLOWER** –The cold, wet conditions in Yuma AZ have tightened supplies of **Cauliflower Heads** and **Florets**. Pricing is 15% higher than normal, and quality is good to fair, with some bruising and yellowing reported.

## MARKET OPPORTUNITIES

**ASPARAGUS** – Pencil and Standard size Asparagus pricing and quality are very good



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



**SQUASH**- Green (Zucchini) and Yellow Squash are great quality in all sizes.



**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)	●	●

# Produce Market Advisory

(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.

**Colored Bell Peppers** – Mexico's harvest of Red, Yellow and Orange Bells is all very good quality

**Pineapples** – Quality is very good out of Central America, particularly, Costa Rica, on all sizes and varieties.

## Weather Update

**California:** Cold temperatures, heavy rain and strong wind in the central and southern growing regions early in the week.

**Yuma, AZ:** Cold temperatures, light rains and possible overnight plant icing.

**Mexico:** Dry conditions and seasonal temperatures throughout most growing regions.

**Florida:** Colder temps and light rain early in the week, followed by warmer, drier conditions.

 APPLES	Quality is good, 125 CT and smaller sizes are less available
 ASPARAGUS	Quality and pricing are good, Pencil and Standard sizes are the best value
 AVOCADO	Quality and pricing are good
 BELL PEPPERS	Quality and pricing are good
 BERRIES (BLACKBERRIES)	Quality and pricing are good
 BERRIES (BLUEBERRIES)	Quality and pricing are good
 BERRIES (RASPBERRIES)	Quality and pricing are good
 BERRIES (STRAWBERRIES)	Quality is poor, pricing may be higher
 BROCCOLI	Quality and pricing are good
 CARROTS	Quality and pricing are good
 CAULIFLOWER	Quality is 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 and pricing are good
 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 and pricing are fair
 LETTUCE ICEBERG	Quality is fair, pricing is good
 LETTUCE LEAF	Quality is fair, pricing is good
 MELON (CANTALOUPE)	Quality and pricing are good
 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 and pricing are good
 TOMATOES	Quality and pricing are good