


Produce Market Advisory


For the week of February 25, 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 (cold and rain) in California continue to affect quality throughout the market. Pricing is stable, but quality remains fair to poor. Short shelf life, white shoulders and decay are reported.

 **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.

 **LETTUCE**- Quality of Iceberg, and to a lesser degree Romaine and Leaf Lettuce, is fair at best. Puffiness, ribbing and short shelf life are all common issues, and pricing is 10-15% higher than normal. Consider using Romaine Hearts or pre-cut product for best overall value.

 **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

Late Winter Greens – Endive, Chicory and Frisee are all available. All are great cold-weather menu favorites!

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 and rainy conditions persist in all growing regions, but a warming trend is possible at the end of the week.

Yuma, AZ: Cold temperatures and rainy conditions persist in all growing regions, but a warming trend is possible at the end of the week.

Mexico: Seasonal temperatures and precipitation in all growing regions.

Florida: Warmer temperatures and scattered showers over most of the state.

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|  APPLES | Quality is good, 125 CT and smaller sizes will be less available through the summer |
|  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 is fair, pricing is higher |
|  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 is fair, pricing is higher |
|  CITRUS (ORANGES) | Quality and pricing are good |

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|  CUCUMBERS | Quality and pricing are good |
|  EGGPLANT | Quality is fair, pricing is 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 good |
|  LETTUCE ICEBERG | Quality is fair, pricing is higher |
|  LETTUCE LEAF | Quality is fair, pricing is higher |
|  MELON (CANTALOUPE) | Quality and pricing are good |
|  MELON (HONEYDEW) | Quality is good, pricing is fair |
|  MELON (WATERMELON) | Quality and pricing are good |
|  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 |