


Produce Market Advisory


For the week of March 4, 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.

 **Broccoli** – Supplies of Broccoli Crowns are light, and pricing is 10-15% higher than normal, with good quality reported. Consider using Florets for optimal value.

 **Quality of Iceberg**, and to a lesser degree **Romaine** and **Leaf Lettuce**, is fair at best. Puffiness, ribbing and short shelf life are all quality issues, and pricing is up to 20% 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.

 **SOFT VEGETABLES** – **Bell Peppers** and **Cucumbers** are in a growing gap, both in Florida and Mexico. Pricing is higher than normal, particularly **Red Bells**, which are up to 40% more expensive, and quality is fair across the board. **Choice Grade Green Bells** and **Select Grade Cucumbers** are the best values.


MARKET OPPORTUNITIES

BERRIES – Blackberries and Blueberries are very good quality and pricing. 

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. 

CHILI PEPPERS – Anaheim, Serrano and Pasilla Peppers are all very good quality. 

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

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

Swiss Chard – Great quality on Green, Red and Rainbow Chard out of California and Mexico.

Grapefruit – Texas and Florida are at peak harvest on Ruby Reds.

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

Weather Update

California: A cold front and heavy showers expected mid-week.

Yuma, AZ: Warmer temperatures than in the past few weeks, with gusty winds.

Mexico: Seasonal temperatures and precipitation.

Florida: Cooler temperatures and gusty winds expected.

 APPLES	Quality is good, 125 CT and smaller sizes will be less available through the summer
 ASPARAGUS	Quality and pricing are good, with smaller sizes the best value
 AVOCADO	Quality and pricing are good
 BELL PEPPERS	Quality is good, pricing is higher. Red and Yellow pricing is very high.
 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 and pricing are good
 CITRUS (ORANGES)	Quality and pricing are good

 CUCUMBERS	Quality is good, pricing is higher on Eastern product
 EGGPLANT	Quality is fair, pricing is good
 GARLIC	Quality is good, pricing is higher
 GRAPES (GREEN)	Quality and pricing are good
 GRAPES (RED)	Quality and pricing are good
 GREEN ONIONS	Quality and pricing are good
 LETTUCE ICEBERG	Quality is fair, pricing is very high
 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