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



VEGETABLE	SOURCE	April 11, 2014
Asparagus	Peru	While Mexican volume continues to wind down, demand for Peruvian asparagus is up, causing markets to increase. This trend will continue as the Easter holidays approach.
Broccoli	CA	Broccoli markets are higher with increased demand and lighter volumes. Quality has been good.
Cabbage	FL	Markets stable with continued good supplies. Quality has been fine.
Carrots	MX, GA	Market conditions are stable.
Cauliflower	CA	Cauliflower markets are higher with increased demand and lighter volumes. Quality has been good.
Celery	CA, FL	Markets are steady with good supplies and good quality available on both Eastern and Western celery.
Corn	FL	The market remains stable with improved supplies. Quality remains fair to good.
Cucumbers	MX, FL	Markets are lower as new areas in northern Florida start their spring crop.
Eggplant	FL, MX	Markets are lower as new areas in northern Florida start their spring crop.
Green Beans	FL	Markets are higher as a result of past cooler weather, and an increase in demand as the Easter holidays approach.
Herbs	CA, SA	Adequate supplies are favoring the east Coast. Western supplies are improving.
Lettuce – Iceberg	CA	Overall, lettuce markets have strengthened as demand has increased. Quality has been good as fields transition from Yuma to Huron and Salinas.
Lettuce – Fresh-Cut	MX	Overall, lettuce markets have strengthened as demand has increased. Quality has been good as fields transition from Yuma to Huron and Salinas.
Lettuce – Leaf, Green & Red	CA	Overall, lettuce markets have strengthened as demand has increased. Quality has been good as fields transition from Yuma to Huron and Salinas.
Lettuce – Romaine	CA	Overall, lettuce markets have strengthened as demand has increased. Quality has been good as fields transition from Yuma to Huron and Salinas.
Lettuce – Spring Mix	CA	Spring mix quality has been challenged through transition. The product is exhibiting limited bruising through the harvesting process. Supplies will be declining as we move through the quality issues associated with transition.
Mushrooms	PA, CH	Markets are steady.

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Onions	WA	Markets have fallen on yellow and white onions as the Northwest cleans up, and Texas and Mexico pick up volume. Red onions markets remain firm as supplies out of the South are light.
Onions – Green	MX, CA	Markets are stable with adequate volumes.
Peas – Snow	GT	Stable markets with plenty of quality product.
Peppers – Chiles	FL, CA	Quality is good with seasonal declines in supply.
Peppers – Green, Red & Yellow	FL, MX	Green pepper markets are off slightly with very good quality. Mexican red pepper markets are steady, while the yellow pepper market is stronger on very light supplies.
Potatoes – Russet	ID	Idaho potato markets remain stable with demand good due to Easter pull.
Potatoes – Red, White & Yukon	FL, Canada	Florida is shipping new crop (all colors) with good overall quality being reported.
Potatoes – Yams	NC	Supplies are better as drier weather improves conditions.
Spinach	CA	Overall quality has diminished slightly as the growing in this region comes to an end. Bruising issues are the major quality issue.
Squash – Yellow & Zucchini	FL, MX	Green and yellow squash markets are lower on increased supplies from Florida. We are seeing very good quality on both.
Tomatoes	MX, FL	The tomato market is softening this week, as ample supply out of Mexico has helped meet demand allowing for Florida to catch up on rounds and romas. Florida spring crops are nearing harvest, and the coming weeks should yield more fruit. Quality has been good on most commodities out of both regions with good maturity and color.

FRUIT	SOURCE	
Apples	WA, NY	The Apple season is in full swing. Quality is great with many selections. Quality is good.
Avocado, Hass	MX, CA	Markets are holding steady for now, but are expected to continue to rise through the Easter holiday period and into Cinco de Mayo.
Bananas	Costa Rica, Honduras	Supplies are slowly improving arrive as seasonal demand decreases. Color and sizing are more consistent. Conditions will continue into April.
Berries – Blackberries	MX	Mexican production volumes remain relatively flat as the second crop is past the peak production window. Guatemalan volume and quality are moderate.

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Berries – Blueberries	FL.	Florida volume is strong after cooler weather and rain. Markets are high and demand is strong. Please note: pack sizes for Florida product will be 4.4 ounce packs as the season begins.
Berries – Raspberries	MX	Supplies are limited; expect to see some pro-rates.
Berries – Strawberries	CA, FL	The California market is stronger as volumes were lower than expected last week. There have been some quality issues noted this week as a result of some weather issues. Quality is expected to gradually improve over the coming weeks as the fruit harvest begins in Watsonville and Salinas.
Citrus - Grapefruit	FL.	Quality is good. Supplies are good on all sizes.
Citrus – Lemons	CA	Markets remain strong. Expect increases as good demand continues. Quality is very good.
Citrus – Limes ALERT	MX	Large fruit remains scarce. There are limited smaller sized fruit available, which should help ease markets. High prices are still expected to be the norm through the month.
Citrus – Oranges	CA	Markets have increased this week, and will continue to climb as demand exceeds supply mainly on smaller fruit.
Grapes	Chile	Green grapes continue to climb as we see a two tier market with the lower tier showing quality issues. Black grape markets have become active as well. Red grapes remain stable with the anticipation of increases on larger fruit.
Kiwifruit	IT	Quality and volume are fine.
Melon – Cantaloupe & Honeydew	Central America	Markets remain strong on smaller size fruit as larger sizes predominate.
Melons – Watermelon	Central America	Markets are stable with good quality being reported from Central America. Florida has begun in a small way.
Pears	WA, Chile	Anjou, Bartlett and Bosc are available. All are exhibiting excellent flavor. Markets are stable.
Pineapple	Costa Rica	Supplies are consistent with good quality. Brix has been averaging 13% with average internal gold color.

Information is subject to change daily due to weather and market fluctuations, this is meant to be used as a guide.