



2 December, 2024

THE FRESH REPORT

EAST COAST

Coming out of a cold Thanksgiving weekend with highs in the 50s and lows touching the 20s, the week will begin to warm as we head towards and into the weekend highs getting back to the 60s and lows hanging around in the 40s. The skies should be mostly sunny with some cloud cover next weekend.

WEST COAST

With Salinas all but completely done, Yuma is consistent this week with highs sticking close to 78 degrees and lows oscillating around 50 degrees. The weather will be mostly sunny with no precipitation.

MEXICO

It'll be sunny skies all week in Baja California. High temperatures will be in the mid to high 70s and lows will stay just a bit below 60.

ATLANTA . GEORGIA



ESTD. 1994

ROYAL

ATLANTA . GEORGIA

ASPARAGUS ↑

Movement in Mexico remains low due to seasonal factors, but Peru is moving steadily. The market is active for larger sizes, but slowing down following the holiday.

AVOCADOS →

Market is steady. Small fruit are plentiful while larger ones are limited, pricing has followed accordingly. The size distribution should even out as the fruit matures and harvests move to higher elevations. Mexico is expected to offer solid supply through the end of the year. Promotional activity for the smaller sizes are encouraged.

BROCCOLI, CAULIFLOWER ↑

Broccoli remains tight. Rough weather and insect pressures caused problems for the broccoli and cauliflower fields. Crop from Mexico has been steady and will supply some relief in the coming weeks. For cauliflower specifically, supply is notably tight and prices are temporarily high.

CELERY →

Quality is strong and steady, with larges being more available. The market is still active following a slight dip in demand following the lead-up to the holiday. Prices from Yuma may be up a bit.

CORN ↑

Due to lasting impacts from the recent hurricanes, the corn market is escalated but looks to come off in coming weeks; there is a lot of pressure on quality and it is hit or miss due to gaps through transition. Georgia has finished and Florida is starting light but ramping up.

CUCUMBERS →

With Georgia's season officially complete, and Florida quality is subpar, focus is on Mexico and Honduras. Prices are steady, despite slightly low availability, expected to ease by mid-December.

EGGPLANT →

Supplies in GA and FL are limited, but California and Mexico are picking up the slack with good quality. Yields are good and full from these regions.

GREEN BEANS →

Beans may prove to be a challenge this holiday season, with light supplies and storms causing gaps.

LETTUCE ↑

Iceberg: Demand is easing following Thanksgiving and the market is softening. Value-added items are escalated but this is expected to relax in the coming weeks.

Leaf: Supplies for romaine, green, and red leaf are improving, but value-added romaine and green leaf items are still dealing with escalated pricing. Romaine hearts availability is improving, but small sizes and light weights are still reported, with relief expected this week.

Tender Leaf: Due to transition, supply is particularly tight and prices are elevated.

MUSHROOMS →

Supplies will remain limited through the holiday season, expected to ease after the new year.

ONIONS ↑

With strong demand for all colors and sizes, prices on white onions are expected to keep rising with relief coming around the new year, once the Northwest begins to progress.

PEPPERS →

As the season in Georgia comes to a close, Florida is already picking up the slack. California is providing moderate supplies and volumes are becoming consistent. Reds remain tight with no relief til January.

POTATOES ↓

The market is steady, with excellent storage quality. Sheds are now operating at full capacity to meet the increased holiday demand.

SQUASH, ZUCCHINI ↑

Due to cooler weather, demand is currently exceeding supply, and pricing is elevated. Some damage has been reported, but overall quality is good.

GREEN ONIONS, CILANTRO & PARSLEY →

Green Onion: Supply and quality are indeed strong, thanks to cooler temps in Northern Mexico. Market is stable and continues to be.

Cilantro & Parsley: Active market with high demand and tight supplies. Heat has lowered shelf-life. Quality is improving.

STRAWBERRIES ↑

Market continues to be extremely tight and elevated, due to gaps in California from the cooler weather. Mexico's volumes are expected to increase this week; Texas and Florida are getting underway and full production is expected in a few weeks.

BLACKBERRIES, BLUEBERRIES, AND RASPBERRIES ↓

Blackberries: Increased volumes out of Mexico will be a consistent pattern into the holiday season.

Blueberries: The market is stable and availability is high as consistent volumes come in from Mexico and Peru, and things are expected to continue that way.

Raspberries: The market is steadying and availability is increasing.

LEMONS, LIMES, ORANGES ↓

Lemons: The market is steady in every way with consistency well into February.

Limes: Prices are stabilizing as supply, sizing, and quality are strong, but expect supplies to rise in December.

Oranges: Sizing is trending larger, but sizes on the far ends of the spectrum are limited. Metrics on gas times and Brix levels indicate a strong year for foodservice.

GRAPES ↑

Red grapes are coming along steadily from California, but domestic green grape production has screeched to a halt leaving us with higher than average prices on the imported variety.

MELONS →

Cantaloupe: Due to colder nights, the domestic season is nearly over and the industry is transitioning to offshore produce. In addition, Mexico fruit is becoming available where 9 cts are dominant, and Florida has begun providing some as well, but demand is currently up due to lower yields.

Honeydew: Supplies are limited due to low yield. Production out of Mexico is down and the market will be up until Guatemalan fruit become available.

Watermelon: While Georgia and the East Coast are still seeing impacts from Hurricane Milton, demand has shifted to the West Coast where supplies are improving.

PINEAPPLE →

Harvest shortfalls have left a light supply, but the situation is improving. Quality is there, but flexibility on sizing will be needed.

STONE FRUIT →

Plum will essentially be done for the season this week. Asian pears will do well into January. And the market is steady for domestic kiwi, which are plentiful. Pomegranates and persimmons are ready in the Central Valley too.

TOMATOES ↑

The market remains tight from the lasting devastation of Hurricane Helene and Hurricane Milton. Pricing is extreme. On the east coast, Romas and rounds are coming in with spotty quality and grape tomatoes are strained with recovery expected by January. On the other hand, supply out of Mexico remains moderate with production expected to bump up in December.

