



20 January, 2025

# THE FRESH REPORT

## EAST COAST

Coming out of a slightly warmer weekend, temps will drop again and we'll see a bit of precipitation on Tuesday and Friday, Tuesday being potentially snowy, but not more than an inch. Highs will start at just 40 degrees on Monday, gradually dip to as low as 33 on Wednesday and then ramp back up to the high 40s and low 50s going into the weekend. Lows will follow suit ranging from low 20s to mid 30s.

## WEST COAST

Yuma remains consistent with very sunny skies and similar highs and lows. Highs will be hugging tight to 70 degrees and lows will move around in the 40s.

## YEARS MEXICO

The Mexico growing region will be nearly identical last week, sunny with highs in the mid 60s and lows tight around 50 degrees.

## ATLANTA . GEORGIA



## TOMATOES →

Production is finally picking up in key growing regions. Quality remains good and availability is where it needs to be.

## ASPARAGUS →

Supplies are now improving this week with increased production despite the cold weather. As weather warms production will only improve further, but cold weather has slowed market activity in general.

## AVOCADOS ↑

The market is elevated across all sizes due to a lack of harvest over the holidays. Demand is high and the supply is tight, but Mexico has resumed harvesting and the market should stabilize this week.

## BROCCOLI ↓

Crop conditions have improved greatly. The market is steady with abundant availability, but cold temps may slow production momentarily.

## CAULIFLOWER ↓

The market is steady with adequate availability, consistent sizing, and excellent quality.

## CELERY →

While supplies of larger sizes are tighter and the price on value-added items is elevated, quality is good overall and availability is full.

## CORN →

Following recent hurricanes, the corn market is coming along. Supply out of Florida has restored, but recent cold weather may limit production and availability in the coming weeks.

## CUCUMBER →

Markets are expected to improve in the coming weeks. We are currently seeing moderate supply with decent quality, but Florida has been disrupted by the cold weather.

## EGGPLANT ↓

Between Florida now operating at near full production and Western growing regions offering good supply with nice quality, availability is particularly strong for eggplants.

## GREEN BEANS →

Beans are seeing good availability from both coasts following the holiday season. While the market is depressed now, we will surely see strong supplies by month end.

## LETTUCE ↓

**Iceberg:** Yuma continues to see steady production, with above average growing conditions, however cold weather may put a damper on things. Weight and quality are optimal.

**Leaf:** We are seeing plentiful supply for romaine, green, and red leaf, but butter lettuce is slightly less available. Romaine hearts are experiencing increased production and quality is now above-average on both leaves and hearts. Despite this, the cold weather will tighten things.

**Tender Leaf:** With a steadying market, supplies and quality remain strong.

## ONIONS →

Demand is strong and the market is normalizing. Storage quality remains excellent, with solid supply of red and yellow onions, however medium-sized red onions are tight while jumbo yellows and reds are more available.

## PEPPERS →

While orange bell peppers are currently limited, availability has improved on both coasts for red and yellow and prices are decreasing, and despite recent colds, future warmer weather hopes to improve volumes further. Green peppers out of Florida may see minor quality deviations.

## POTATOES ↓

The market is steady out of Idaho, with excellent storage quality. Small sizes are more limited than bigger ones.

## SQUASH, ZUCCHINI →

As old crop dwindles down, supply is tight across the board and cold weather is further tightening the market. New crop however are coming in with even better quality.

## STRAWBERRIES ↑

Cold weather will greatly impact key growing regions, but some relief is coming from Mexico where volumes are improving. On a rare note, wildfires in and around LA may impact shipments out the West Coast, but the situation is developing.

## BLACKBERRIES, BLUEBERRIES, & RASPBERRIES ↓

**Blackberries:** Market will remain firm as peak volumes reach distribution this week with proper conditions.

**Blueberries:** As Chilean fruit replaces Peruvian fruit, and cold weather slows down things out of Mexico, the market is steady as prices firm up.

**Raspberries:** The market is steady and availability is increasing along with quality.

## LEMONS, LIMES, ORANGES →

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

**Limes:** Prices on limes are increasing as the current cycle comes to an end and sizes will then be shifting to the smaller ones. Offshore fruit continues to help fill any gaps.

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

## MELONS ↑

**Cantaloupe:** Tropical Storm Sara has caused lower yields, putting added pressure on the market. Relief from Honduras, Costa Rica, and Mexico is limited and running smaller, but the quality for offshore melons is still optimal. The entire market is experiencing extremely limited availability.

**Honeydew:** Tropical Storm Sara impacted production in key growing regions. Prices are elevated due to limited supply, and product is peaking in the larger sizes.

**Watermelon:** Supplies out of the West Coast are increasing, helping to soften the market and additional volumes are beginning to come from Florida.

## PINEAPPLE →

There is limited market availability across the industry, due to unfavorable weather in the tropics. While the larger fruit remains limited, Mexican product is becoming more available with better quality. With low annual yield, expect things to be limited until early Spring.

## STONE FRUIT →

Light supplies of medium-sized imported peaches and nectarines have arrived on both coasts. Asian pears are approaching the finish line domestically and the market is steady for domestic kiwi, which are plentiful.

