



27 January, 2025

# THE FRESH REPORT



## EAST COAST

Highs will range from low to high 60s throughout the week coinciding with fluctuations in weather and lows will range from high 40s to low 50s. Skies will be mostly cloudy and there will be some rain throughout the weekend.

## WEST COAST

Highs will range from the mid 60s to the mid 70s and lows will be between the low and high 40s. Skies will be mostly sunny with some clouds throughout the week.



## 3 YEARS MEXICO

Highs will range from 60 up to 70 as the week goes on, and lows will follow from the mid 40s to mid 50s. Sunny skies all around, as usual.

EST. 1994

# ATLANTA . GEORGIA



## TOMATOES →

The market is stable. Production is picking up in key growing regions, quality remains good, and availability is where it needs to be.

## ASPARAGUS →

Supplies have improved this week on standard and large sizes, with increased production despite the cold weather, but jumbo sizes remain limited. As weather warms, production will only improve further and the market is steady.

## 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, but cold weather may have slowed growth leading to a momentary uptick in price.

## CELERY →

Both supply and demand are moderate and larger sizes are still tight, but escalations on value-added items have eased up.

## 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 →

Supply is meeting demand and Florida availability is adequate, but most is coming from offshore and crossings where cold weather has slowed the process down.

## 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 has continued to see steady production, with above average growing conditions, and weight and quality are optimal. However, recent cold weather may affect production and quality, namely possible blistering and peeling.

**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, but cold weather may be causing some discoloration. Expect a momentary decrease in yield.

## 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, and the next couple of months will be a great time for potatoes.

## SQUASH, ZUCCHINI ↑

Due to particular sensitivity to the cold temperatures, squash will see a reduced volume and raised prices, especially yellow squash.

## STRAWBERRIES →

Cold weather will greatly impact key growing regions, but some relief is coming from Mexico where volumes are improving, and Florida should see improved conditions this week. 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:** Harvest yields are decreasing and market availability is becoming limited.

## LEMONS, LIMES, ORANGES →

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

**Limes:** Demand has eased due to the cold weather, and prices have followed. The market will pick up in February with smaller limes prevalent and larger limes more limited.

**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.

