



24 March, 2025

THE FRESH REPORT

EAST COAST

Following a rainstorm on Monday, the week will persist with partly cloudy skies throughout the region. Highs will start as low as 71 on Monday and ramp up throughout the week to the low 80s by the weekend. Lows will oscillate between the upper 40s and mid 50s, rising over the weekend as well.

WEST COAST

As we approach the end of our season in Yuma, we are facing a particularly sunny and warm week. High temps will be thoroughly in the 90s throughout the week, reaching as high as 98° midweek. Lows will be similarly lofty, staying consistently in the mid to low 60s.

NOTE: Growing regions will soon begin transition from Yuma, AZ to Salinas, CA in the coming weeks.

MEXICO

Baja will be warmer than last week as well with consistently clear skies. Highs will range from the upper 70s to mid 80s throughout the week, and lows will oscillate by a few degrees around the mid 60s.

ASPARAGUS ↓

Supplies are beginning to tighten up from both coasts due to some unfavorable weather in Caborca, Mexico. We are continuing to meet demand through Easter and Peru should open fields in late March/early April to help alleviate pressure on Mexico.

AVOCADOS ↑

The market is still high with no immediate relief. Smaller sizes remain dominant, while larger fruit commands a premium. California's season has started ramping up but may remain limited for now due to recent rains, sizes are in the 48ct and 60ct range here. Currently elevated markets will persist until Mexico lets up.

BROCCOLI →

Supply remains strong, with quality holding steady. Some yellowing has been observed in certain lots, but overall product remains in good condition. Warmer weather has improved sizing, and the market is holding steady.

CAULIFLOWER →

Steady supplies across all regions with minimal quality issues. Expect stable market conditions heading into next week.

CELERY →

Production remains moderate, with firm demand. Quality is strong, and availability is expected to stay steady.

CORN →

Warm weather has brought steady supply out of the Florida growing region and should continue this way for the time being.

CUCUMBER →

Mexico continues to provide a strong supply with excellent quality and Florida has begun and will run through May.

EGGPLANT →

Supplies are still light, but the spring harvest is approaching in multiple growing regions. There will be a seasonal increase in demand due to Lent, and growers have accounted for this accordingly.

GREEN BEANS →

Warm weather has brought steady supply out of the Florida growing region and should continue this way for the time being.

LETTUCE →

Iceberg: Availability is lighter this week as demand begins to rise. Slight insect damage has been reported, but otherwise quality is fair and weight is full.

Leaf: Availability is lighter across the board, while demand has strengthened. While there has been some minimal fringe and tip burn, quality is excellent from everything to weight and texture.

Tender Leaf: Quality for arugula, spinach, and cilantro is much greater this week along with supply. Any insect pressure has dropped significantly, and the market is steady as can be.

ONIONS →

Storage supplies are strong, with ample availability of red and yellow onions. White onions remain slightly limited, but overall market conditions are stable.

PEPPERS →

Supply is steady out of multiple growing regions, but green pepper has passed its peak and cold weather has restricted overall yield. Old crop quality remains solid, but new fields in Florida are yielding well-sized fruit. Mexico continues to offer excellent quality and Canada should begin harvesting by month-end.

POTATOES ↓

MARCH IS PEAK POTATO SEASON!

Market conditions are ideal with plentiful storage supply out Idaho, where sizing and quality is optimal. The next couple of months are a wonderful time for potatoes!

SQUASH, ZUCCHINI →

The supply of zucchini out of Florida's growing regions is steady, but yellow squash is limited due to reduced acreage and quality concerns. New plantings should help things long term.

TOMATOES →

Due to shifting demands and lighter than normal supplies, there is some pricing pressure on tomatoes right now. Roma and grape/cherry tomatoes have limited supply and output for round tomatoes is dipping in the Southeast.

STRAWBERRIES →

Production out of California has restored following last week's rains and supplies are steady. Despite being well past their seasonal midpoint, Florida continues to provide high yields.

BLACKBERRIES, BLUEBERRIES, & RASPBERRIES →

Blackberries: Some shortages on Mexican product have arisen due to USDA checks at the border. With the start of the California season right around the corner, overall availability should improve soon.

Blueberries: Markets are strong due to favorable quality coming out of Central Mexico. Some availability is there on the West Coast as California begins and some additional fruit is coming from Peru.

Raspberries: Supplies remain limited due to gaps in production and lighter volumes, with steady demand. California will begin light production soon, barring weather conditions.

LEMONS, LIMES, ORANGES →

Lemons: Market remains steady with good availability from California and peak sizes on the smaller side.

Limes: Prices are increasing as larger sizes remain limited. Quality is good across the board. Crossings are strong and offshore fruit is available, but expect continued volatility.

Oranges: Peak sizes have shifted to 72ct and 88ct as sizing meets expectations. It is a strong year for foodservice.

MELONS →

Cantaloupe: High prices due to growing conditions and supply chain challenges are steady out with increased shipments from Honduras and Guatemala, just in time for Easter. Product is peaking on the larger side.

Honeydew: Offshore honeydew supplies are picking up and fruit is now available from multiple sources. Larger sizes are more prevalent and the market is competitive.

Watermelon: Supplies are steady along with price, while demand remains light. Availability is leaning on the larger side and local watermelons are available now.

PINEAPPLE →

Supply remains tight, with peak volumes not expected until May. Costa Rican pineapples are in high demand, and rain through mid-April may impact availability and pricing.

STONE FRUIT →

Imported peaches, plums, and nectarines are arriving on both coasts, with supplies remaining steady. Pear supplies are limited until California's new Bartlett crop arrives in mid-July. Kiwi remains readily available with stable pricing.

