



3 March, 2025

# THE FRESH REPORT

## EAST COAST

This week will bring significant temperature swings as two thunderstorms shake up the usual weather pattern. Monday starts off with a high of 64°F and a low of 45°F, followed by a warming trend that pushes highs into the upper 70s and lows up to 62°F before rain arrives on Wednesday. After the storm, Thursday will cool down with a high of 61°F and a low of 39°F. A similar cycle repeats heading into the weekend, with temperatures climbing before Saturday's rain, bringing highs in the low 70s and lows in the mid-50s. By Sunday, cooler air settles in again, with a high of 60°F and a low of 42°F.

## WEST COAST

With slight fluctuation, high temperatures in Yuma this week will range in the upper 60s to the low 80s, and lows will be in the high 40s with a momentary uptick on Wednesday with a low as high as 57°F. It will be all sunny skies.

## MEXICO

It will be a sunny but slightly cooler week for Mexico this week, with highs ranging from high 60s to low 70s and lows ranging from the low 50s to high 50s.

ATLANTA . GEORGIA



## TOMATOES ↓

Tomatoes remain steady with strong quality and good availability from both Mexico and Florida. Supply is stable, and market conditions are holding firm.

## ASPARAGUS ↓

Production on both coasts continues to ramp up, with strong supply across all sizes, including jumbo.

## AVOCADOS →

The market is strengthening as Mexico reduces harvests, leading to rising prices. Smaller sizes remain dominant, while larger fruit commands a premium. California's season is starting slowly but should ramp up by early March.

## 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, while Florida remains in its dormant period until spring production resumes.

## EGGPLANT →

Florida and Mexico are producing light but steady volumes. Larger increases in supply aren't expected until spring.

## 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:** Warmer weather in California is boosting growth, but fringe and tip burn are becoming more common. Weights remain slightly lighter than average.

**Leaf:** Good supplies continue, but insect pressure is rising due to warmer conditions. Some discoloration and minor defects are being reported.

**Tender Leaf:** Quality is steady, but minor yellowing and occasional mildew are being reported. Insect activity is increasing, requiring closer monitoring.

## 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 →

Bell peppers are abundant in Mexico, with steady supplies continuing into Florida's growing season. Red peppers remain readily available, while yellow and orange supplies are tighter.

## POTATOES ↓

### FEBRUARY IS POTATO LOVERS MONTH!

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 →

Green squash remains readily available, but yellow squash supplies remain slightly behind. Florida and Mexico are expected to bring more volume in the coming weeks.

## STRAWBERRIES →

Supplies are increasing from Baja, Oxnard, and Florida. Central Mexico has passed its peak, and production is beginning to decline. California is expected to see stronger volume with warmer weather.

## BLACKBERRIES, BLUEBERRIES, & RASPBERRIES →

**Blackberries:** Mexico is producing strong volumes, while demand remains moderate. Volume deals are available out of Texas.

**Blueberries:** Central Mexico and Baja remain steady, while Chile's season is winding down. California is beginning to see limited organic supplies.

**Raspberries:** Supplies remain limited, with steady demand. California will begin light production in 4-6 weeks, depending on 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:** Prices remain high due to growing conditions and supply chain challenges, but Guatemala's spring crop should help stabilize the market.

**Honeydew:** Honeydews are available but peaking on larger sizes. Supplies are improving as more growers join the market.

**Watermelon:** Mexican acreage is lower, keeping demand steady. Offshore shipments are helping to supplement supply.

## 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.

