

# The Source

## Commodity of the Month - Carrots

### MARKET ALERTS

**Asparagus:** Asparagus supply in Mexico is tight, particularly on larger sizes, due to rain and winds in Caborca. Market activity is higher with reduced volumes from Mexico. Peruvian production will increase in the next couple of weeks.

**Avocado:** Markets remain high with no signs of decreasing. The size structure is unchanged, peaking on 60ct and smaller sizes, with 48ct and larger priced higher. California's season is ramping up, but limited harvest is expected this week due to rain, with peak sizes in the medium range (48ct and 60ct).

**Blackberries:** This item is in short supply due to weather-related quality issues in Central Mexico, with some product rejected at the border and USDA holds. The California and Georgia crops won't be available for several weeks.

**Blueberries:** Are in short supply from Central Mexico, Baja, and Peruvian arrivals, but availability should improve by late April. Florida has just begun producing small quantities at the start of their season.

**Pineapples:** Pineapple supply will stay tight until late April, with peak volumes expected in May. Flexibility in sizes will be needed in the next 3-4 weeks. Costa Rican pineapples are the main source, and large crownless are in high demand. Rain until mid-April will affect yields, impacting availability and pricing.

## APRIL 2, 2025

### CROP UPDATES

California will see cold temperatures and gusty winds through Friday, with warm, dry conditions returning this weekend. Desert regions are facing quality issues, including insect pressure and burn on lettuce. Harvests in Huron and coastal regions like Salinas, Santa Maria, and Oxnard are increasing, with overall supplies remaining adequate despite some mildew and pest challenges. [Read more](#)

### WEATHER

**California:** Frost is possible south of King City through Friday, with morning lows in the 20s-40s and gusty winds up to 35 mph. Temps will warm over the weekend, with lows in the 30s-40s and highs in the 60s-80s inland.

**Mexico:** Warm temperatures are expected in Central Mexico over the next five days, with highs in the low 80s to low 90s and morning lows in the upper 40s to 50s. Dry weather will continue through April 6th.

**Florida:** Warm temperatures and mostly dry weather are expected through April 6th, with highs in the low 80s to low 90s and lows in the mid 60s to mid 70s. Winds will gust at 20-25 mph through Friday. Isolated showers are possible in northern Florida on Saturday, but dry conditions will dominate.

**Arizona:** A dry cold front will bring gusty winds today, dropping to 15-20 mph by Thursday. Lows will be in the mid 40s to low 50s, cooling to upper 30s in Wenden. Highs will be in the mid 60s today, rising to 80s by Sunday, with low 90s near Thermal.

### FREIGHT

The transition from Yuma to Salinas has begun, leading to longer loading times and delays in Northern California supplies. This pattern is expected to continue through mid-April.

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LOGISTICS

### IN PEAK SEASON



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# Commodity Updates



## Apples

The apple market remains stable, with food service sizes readily available in ample supply.

Commodity/Region	Supply	Price	Quality
Hudson, New York (September - June)	Steady	\$\$\$	Good



## Asparagus



Asparagus supplies from Mexico remain tight, especially for larger sizes, due to rain and winds in Caborca, which have reduced yields. The market is more active with lower volumes from Mexico, but Peruvian production will ramp up in the coming weeks.

Commodity/Region	Supply	Price	Quality
Caborca (Year Round)	Light	\$\$\$	Good
Ciudad Obregon (Year Round)	Light	\$\$\$	Good
Peru (Year Round)	Light	\$\$\$	Good



## Avocados



Markets remain high with no signs of decreasing soon. The size structure remains consistent, peaking on 60ct and smaller sizes, with 48ct and larger priced higher. California's season is ramping up, but limited harvest is expected this week due to rain. Peak sizes in CA are medium, primarily 48ct and 60ct.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Light	\$\$\$	Good
California (April - July)	Light	\$\$\$	Good



## Bell Peppers

Florida is transitioning from southern to northern regions, with average quality and more choice fruit available, but fewer #1 large sizes. Nogales is nearing the end of its season, while Coachella is expected to start in May. Expect light to adequate supply over the next few weeks.

Commodity/Region	Supply	Price	Quality
Florida (November - May)	Steady	\$\$\$	Good
Mexico (Nov. - May)	Steady	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$ -Steady, \$ -High

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# Commodity Updates



## Berries (Blackberries)

**ALERT**

This item is becoming increasingly scarce due to adverse weather in Central Mexico, which is affecting quality. Products are being rejected at the border, with some additional USDA holds. We're still a few weeks away from the California and Georgia crops coming online.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Light	\$\$\$	Fair



## Berries (Blueberries)

**ALERT**

Blueberry supply is currently limited from Central Mexico, Baja, and Peruvian offshore arrivals. However, availability is expected to improve by late April. Florida has just begun to produce a small quantity as the early part of their season kicks off.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Steady	\$\$\$	Good
Dover, Florida (Year Round)	Light	\$\$\$	Fair
McAllen, TX (October - May)	Light	\$\$\$	Good



## Berries (Raspberries)

There have been no significant changes since last week. Pricing is gradually decreasing, but supplies remain limited from Central Mexico and Baja.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Steady	\$\$\$	Good
McAllen, TX (October - May)	Steady	\$\$\$	Good



## Berries (Strawberries)

Santa Maria and Oxnard are in full production despite last weekend's rain, with Baja's peak output helping stabilize prices. Colder weather may slow California production, but quality remains strong across all regions. Central Mexico and Florida are done, while Salinas and Watsonville are still two weeks from significant volume.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Steady	\$\$\$	Good
McAllen, TX (November - May)	Light	\$\$\$	Poor
Dover, FL	Steady	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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# Commodity Updates



## Broccoli

Broccoli quality remains excellent with good sizing and vibrant color. Minimal yellowing or browning has been reported due to last week's high desert temperatures. Expect the market to stay steady heading into the weekend.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Santa Maria, California (Year Round)	Steady	\$\$\$	Good
Yuma, AZ (Nov. - May)	Steady	\$\$\$	Good



## Brussel Sprouts

Supplies from both domestic and Mexico remain strong, with no expected changes in volume. Both bulk and VA categories are great for promotions. While temperatures are rising in desert growing regions, overall quality remains excellent.

Commodity/Region	Supply	Price	Quality
Mexico (December-August)	Steady	\$\$\$	Good
Oxnard / Salinas, CA (May - July) (July-Dec)	Steady	\$\$\$	Good



## Carrots

Harvest in the Imperial Valley is going strong, with a positive outlook ahead. Lake Park, GA is shipping volumes of chunks, cellos, jumbos, and babies, and will continue through May. Please remember to submit snack pack orders 48 hours in advance.

Commodity/Region	Supply	Price	Quality
Imperial Valley (February - May)	High	\$\$\$	Excellent
Kern County (October - Feb)	Steady	\$\$\$	Good
Various Northwest Regions (July - October)	Light	\$\$\$	Good



## Cauliflower

Cauliflower quality remains strong, with significant texture improvement over the past few weeks. Light insect damage and minimal black mildew have been reported but aren't major concerns. The market is expected to stay steady with good supplies heading into the weekend.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Santa Maria, California (Year Round)	Steady	\$\$\$	Good
Yuma, AZ (Nov. - May)	Steady	\$\$\$	Good



## Celery

Supplies remain strong in Southern California, while production in Yuma is moderate to light. Quality continues to be excellent across most shippers, and the industry will accommodate large orders as needed. Overall demand is moderate, with all sizes available.

Commodity/Region	Supply	Price	Quality
Oxnard, California (Year Round)	Steady	\$\$\$	Good
Yuma, AZ (Dec - April)	Steady	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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# Commodity Updates



## Citrus (Grapefruit)

Ruby Reds are available, primarily peaking at 56ct and smaller sizes, and are being shipped from Riverside and the San Joaquin Valley.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Light	\$\$\$	Good
Texas (October - April)	Light	\$\$\$	Good



## Citrus (Lemons)

Markets are firming up as rain has helped fruit size up, with 115ct and smaller sizes tightening. The main growing regions are District 1 (San Joaquin Valley) and District 2 (Ventura County/Oxnard), with peak sizes at 95ct and larger.

Commodity/Region	Supply	Price	Quality
Oxnard/Ventura (February - September)	High	\$\$\$	Good
San Joaquin Valley (October - May)	Steady	\$\$\$	Good



## Citrus (Limes)

The tariff threat has disrupted the Mexican market, slowing operations. Yields are dropping as the old crop ends, with fruit peaking on smaller sizes and large fruit still limited. Overall quality remains good. Offshore fruit is available from the New Jersey and Miami areas.

Commodity/Region	Supply	Price	Quality
Veracruz (Year Round)	Steady	\$\$\$	Good



## Citrus (Oranges)

Peak sizes have shifted to 72ct/88ct, with deals still available on smaller sizes. However, rain is strengthening the market due to limited harvesting. Brix levels are around 13. It's shaping up to be a strong year for foodservice. Valencia oranges are expected to arrive by late May or early June.

Commodity/Region	Supply	Price	Quality
San Joaquin Valley (Year Round)	High	\$\$\$	Excellent



## Cucumber

Volume remains light, but production is set to increase in both Florida and Mexico. Baja will contribute, but significant volume won't arrive until early June. As supply grows, expect prices to decrease.

Commodity/Region	Supply	Price	Quality
Florida (Nov. - May)	Steady	\$\$\$	Fair
Mexico (November - May)	Steady	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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# Commodity Updates



## Eggplant

Domestic supplies remain light with mixed quality, while Mexico is offering a good supply and excellent quality.

Commodity/Region	Supply	Price	Quality
Mexico (Nov. - May)	Steady	\$\$\$	Good
Florida	Light	\$\$\$	Good



## Garlic

Garlic quality remains excellent, and supplies are expected to stay plentiful in the coming weeks.

Commodity/Region	Supply	Price	Quality
East Coast (Year Round)	Steady	\$\$\$	Good
Bakersfield, California (Year Round)	Steady	\$\$\$	Good
Gilroy, California (Year Round)	Steady	\$\$\$	Good



## Grapes (Green / Red)

The glut is ending, starting with green seedless grapes. The market is currently split between older, problem-prone grapes and newer, retail-ready arrivals. The old grapes should clear out in a week or two, leading to a more balanced market in both quality and price.

The red grape market is still seeing supply outpace demand, though conditions are improving. Pricing remains inconsistent, and quality varies. However, with the oldest grapes nearly sold out, the market is expected to stabilize and improve soon.

### Grapes (Green)

Commodity/Region	Supply	Price	Quality
Mexico (May - June)	High	\$\$\$	Good

### Grapes (Red)

Commodity/Region	Supply	Price	Quality
Mexico (May - June)	High	\$\$\$	Good



## Green Onions

Green onion supplies remain plentiful and of good quality. Expect this market to stay steady as we move into next week.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good



## Kale

Kale supplies are expected to be abundant this week with excellent quality. This trend is likely to continue into next week.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Oxnard, California (Year Round)	Steady	\$\$\$	Good
Yuma, AZ (Nov -May)	Steady	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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# Commodity Updates



## Lettuce Iceberg

Demand is outpacing supply for this commodity, with production from Yuma, Salinas, Huron, and Santa Maria. Quality remains above average, with weights averaging 39-44 pounds depending on the supplier. Availability looks good for the week, and shippers are flexible on volume orders.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	High	\$\$\$	Good
Santa Maria, California (March-December)	Light	\$\$\$	Fair
Salinas, California (May - October)	Light	\$\$\$	Fair



## Lettuce Leaf

Production of romaine, green, and red leaf remains steady, with minimal fringe and tip burn due to recent warm temperatures. Yuma and Huron expect strong production this week, while Salinas will have lighter volumes. Steady supplies of romaine hearts are also anticipated.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Salinas, California (May - October)	Steady	\$\$\$	Fair



## Lettuce Tender Leaf

Warmer weather last week in Yuma is causing some uneven stands in baby leaf items as the season winds down. Longer stems are appearing in spinach fields. Overall quality remains good, with slight tip burn expected into next week.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Oxnard, California (Year Round)	Steady	\$\$\$	Fair
Yuma, AZ (Nov. - May)	Steady	\$\$\$	Fair



## Melon (Cantaloupe)

Cantaloupe prices have stabilized and remain firm. The spring crop (third rotation) from Guatemala has arrived just in time for the Easter pull, with retail starting to activate contracts. Offshore production is peaking on 9s and J9s, while smaller sizes are limited.

Commodity/Region	Supply	Price	Quality
Central America (December - May)	Steady	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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# Commodity Updates



## Melon (Honeydew)

Honeydew supplies are available at all ports in CA, TX, FL, and the Northeast. Nogales honeydews from Mexico are currently in season, with the market peaking on larger sizes. Mexican cantaloupes are expected to be available by the end of April.

Commodity/Region	Supply	Price	Quality
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Arizona (June-July) (October-November)	Steady	\$\$\$	Good
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## Melon (Watermelon)

Watermelon supplies are expected to increase slightly this week as more growers in Sonora begin harvesting. Smaller sizes will remain tight, with new fields primarily producing larger fruit.

Commodity/Region	Supply	Price	Quality
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Arizona (June-July) (October-November)	Steady	\$\$\$	Good
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## Mushroom

Promotable volumes are available, with pricing remaining steady at lower levels.

Commodity/Region	Supply	Price	Quality
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Nationwide	High	\$\$\$	Good
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## Onions

Weekend rain in Texas has impacted harvest, and the new crop will be limited for the next 10-14 days as fields dry out. Another round of rain is expected this weekend, which may affect the timeline. We'll be monitoring for lower yields and quality. Mexican onions are available through early May, with California's season set to begin mid to late April.

Commodity/Region	Supply	Price	Quality
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Eastern Orgeon/Parma, ID (August - April)	High	\$\$\$	Excellent
San Joaquin Valley (May - August)	Light	\$\$\$	Good
Tri-Cities, Washington (July - April)	High	\$\$\$	Good



## Pears

Pears are in very limited supply right now, likely until mid-July when California's Bartlett crop arrives. Washington's pear production is down 25-50%, and Bosc pears are especially scarce. Anjou pears are the main option, but prices will keep rising. Imported Bartletts are available, but we need more domestic pears to meet demand.

Commodity/Region	Supply	Price	Quality
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Hood River, Oregon (August-July)	Light	\$\$\$	Good
Yakima, Washington (August-July)	Light	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$ -Steady, \$ -High

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# Commodity Updates



## Pineapples

**ALERT**

Pineapple supply will remain tight until late April, with peak volumes expected in May. Over the next 3-4 weeks, flexibility in sizes will be needed to balance supply and demand. Costa Rican pineapples are the main source, with contracted business prioritized. Large crownless pineapples are in high demand, and rain is expected to lower yields until mid-April, impacting availability and pricing in the short term.

Commodity/Region	Supply	Price	Quality
Costa Rica (Year round)	Light	\$\$\$	Good



## Potatoes

The market remains steady this week with stable pricing. Distributors are seeking DLVD pricing over FOB. Color potatoes are available from FL and ND, while sweet potatoes are coming from NC, Arkansas, and California. Mississippi production is ending due to a short crop.

Commodity/Region	Supply	Price	Quality
Idaho Falls, Idaho (August-July)	Steady	\$\$\$	Good
Pasco, Washington (August-July)	Steady	\$\$\$	Excellent



## Squash

Zucchini quality and volume are good on both coasts, while yellow squash remains limited. In Florida, yellow squash should stay adequate until Georgia starts production in May. Availability will increase as new crop production from Sonora ramps up over the next two weeks.

Commodity/Region	Supply	Price	Quality
Mexico (November - May)	Steady	\$\$\$	Good
Florida (Nov. - May)	Steady	\$\$\$	Good



## Stone Fruit

Imported stone fruit is beginning to taper off, making way for the arrival of fresh domestic varieties. Cherries will be the first to hit the market in late April or early May, followed by apricots, peaches, and nectarines. Plums will make their debut in late May or early June. Meanwhile, the kiwi market remains steady.

Commodity/Region	Supply	Price	Quality
San Joaquin Valley (May-October)	Steady	\$\$\$	Good



## Tomatoes

**ALERT**

Florida production remains light, with supply expected to improve by May. Central Florida has started with light volumes, and production will gradually increase through April and May. Mexican supply is steady, though rounds remain the tightest variety. More fruit availability is expected in late spring.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Florida (November - May)	Steady	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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# Weather Updates



## CALIFORNIA

Frost conditions are possible south of King City through Friday morning, with lows ranging from the upper 20s to mid 30s, and mid 30s to mid 40s elsewhere. Daytime highs will stay between the mid 50s and mid 60s, with winds gusting up to 35 mph. As high pressure builds over the weekend, nighttime lows will rise to the mid 30s to low 40s, while daytime highs will reach the low 60s near the coast and the low 70s to low 80s inland.



## MEXICO

Expect warm temperatures in Central Mexico over the next five days, with little change in the forecast. Daytime highs will range from the low 80s to low 90s, and morning lows will be in the upper 40s to upper 50s through Sunday. Dry weather will persist until April 6th.



## FLORIDA

Warm temperatures and mostly dry weather are expected through April 6th, with daytime highs in the low 80s to low 90s through the weekend. Lows will range from the mid 60s to mid 70s in most areas. Winds will gust at 20-25 mph through Friday. Isolated light showers are possible in northern Florida on Saturday, but overall, dry conditions will prevail.



## ARIZONA

A mostly dry cold front will move through the low deserts today, bringing gusty westerly winds of 20-25 mph, tapering to 15-20 mph by Thursday. Morning lows will drop to the mid 40s to low 50s today, cooling to the mid-40s on Thursday, with upper 30s possible in Wenden. Minimum temperatures will rise to the low 50s by Sunday. Highs will reach the mid 60s today, warming to the 80s by Sunday, with low 90s near Thermal.

For more information: <https://www.ventusky.com/?p=31.4;-89.7;3&l=rain-3h>

# Freight Updates



Transition back to Salinas, from Yuma, AZ has begun, creating the need for multi-region loading, creating longer loading times out west. Some Northern California supplies are still coming online, and delays at supplier level are also affecting transit times. We expect this pattern to continue through the second week of April.



## U.S. On-Highway Diesel Fuel Prices\*(dollars per gallon)

[full history](#) [XLS](#)

	03/17/25	03/24/25	03/31/25	Change from	
				week ago	year ago
U.S.	3.549	3.567	3.592	↑ 0.025	↓ -0.404
East Coast (PADD1)	3.679	3.675	3.695	↑ 0.020	↓ -0.388
New England (PADD1A)	3.987	3.987	3.983	↓ -0.004	↓ -0.322
Central Atlantic (PADD1B)	3.869	3.872	3.869	↓ -0.003	↓ -0.402
Lower Atlantic (PADD1C)	3.577	3.569	3.601	↑ 0.032	↓ -0.389
Midwest (PADD2)	3.463	3.491	3.519	↑ 0.028	↓ -0.430
Gulf Coast (PADD3)	3.245	3.265	3.282	↑ 0.017	↓ -0.388
Rocky Mountain (PADD4)	3.376	3.415	3.472	↑ 0.057	↓ -0.477
West Coast (PADD5)	4.203	4.229	4.259	↑ 0.030	↓ -0.392
West Coast less California	3.715	3.754	3.811	↑ 0.057	↓ -0.336
California	4.766	4.776	4.776	0.000	↓ -0.445

\*prices include all taxes

For more information: <https://www.eia.gov/petroleum/gasdiesel/>

# Crop Updates



The last in a series of cold low-pressure systems moves out of California today. As the system moves to the east cold temperatures and gusty winds will continue into Friday when a strong high-pressure ridge is set to move over the region. In the desert regions warm temperatures will return this weekend as high pressure moves into the region, bringing warm and dry conditions into next week.

Quality in the desert regions continues to be a challenge with the hot temperatures last week affecting quality, texture and shelf life of current supplies. Insect pressure, tip and internal burn along with seeders are impacting the lettuce and leaf supplies. These late season supplies will continue to show some premature pinking along the rib that is not seen during harvest and tends to show up during transit and storage. Processed items will continue to see an increase in discoloration and breakdown showing up in the bag affecting quality and shelf life.

In the Huron region of Central California harvests continue this week with generally good quality with the few shippers in the region. These supplies will typically have many small flies and gnats that impact the leaf lettuce stands, especially romaine. These tiny pests are very difficult to remove at harvest as they tend to accumulate at the base of the plant.

The Salinas, Santa Maria and Oxnard regions will continue to increase harvests weekly as the recent storm systems move east. Current supplies have seen some mildew and soil disease issues in the recent cool moist conditions. Overall quality and supplies look to remain adequate as we complete the transition over the next couple of weeks.



**TIM LYNCH**

**QUALITY ASSURANCE MANAGER**