

# The Source

## Commodity of the Month - Asparagus

### MARKET ALERTS

**Asparagus:** Asparagus supplies from Mexico remain very tight due to heavy rains and winds in Caborca, which have led to reduced yields. As a result, the market continues to be more active, with decreased volumes coming from the region.

**Avocado:** Markets remain high, with no harvest yesterday due to Benito Juarez Day. Harvest resumes today, peaking at 60ct and smaller, with 48ct+ priced higher. California's season is ramping up, but limited harvest is expected this week due to rain. Elevated markets will continue until Mexico sees relief.

**Blackberries:** Blackberry supplies are growing increasingly limited due to the high temperatures in Central Mexico. A significant portion of the harvest is not meeting quality standards by the time it reaches the border.

**Citrus (Oranges):** Peak sizes are 72ct/88ct, with deals on smaller sizes. Rain is tightening markets and reducing harvest, with Brix around 13. It's a strong year for foodservice, with Valencia oranges expected late May/early June.

**Pineapples:** Pineapple supply will stay tight until mid-April, with peak volumes expected in May. Costa Rican pineapples are the main source, and large crownless pineapples are in high demand. Rain is expected to lower yields, affecting availability and pricing in the short term.

**Tomatoes:** Production in South Florida and Ruskin/Palmetto is light due to cool January weather, with limited supply. Ruskin/Palmetto volumes should increase in 2-3 weeks, while Culiacan remains low. Grape harvest is improving, and East/Central Mexico will stay light until late April.

## MARCH 26, 2025

### CROP UPDATES

A high-pressure system is moving east, causing heat-related quality issues in desert crops, including tip burn and dehydration in lettuce and broccoli. Processing items will face increased bruising and discoloration, affecting shelf life, so careful rotation management is essential. [Read more](#)

### WEATHER

**California:** High pressure will weaken today, bringing cooler temperatures with highs in the mid 50s to 70s. A low-pressure system will bring gusty winds and cooler temps Thursday to Friday, with light showers expected Sunday into early next week.

**Mexico:** Warm temperatures will continue in Central Mexico, with highs in the 70s-90s and lows in the 40s-60s. Isolated showers are expected through Sunday, with rainfall totals under 0.15", though some thunderstorms may bring higher amounts. Drier weather is forecast from Friday to Sunday.

**Florida:** Warm, mostly dry weather is expected through Friday, with showers and thunderstorms increasing over the weekend. Winds will gust up to 30 mph by Friday. In northern Florida, highs will be in the 70s-80s, while central and southern Florida will see highs in the low to mid 80s, with lows ranging from the 50s to 70s.

**Arizona:** Record-high temperatures on Tuesday will be followed by a cooling trend through Saturday, with highs dropping to the mid 70s to low 80s. Winds could gust up to 30 mph on Friday, subsiding through the weekend. Warming is expected to return by Sunday afternoon.

### FREIGHT

Seasonal changes across the country and transition to summer growing regions is on the horizon. Be prepared for multi-region loading, and increased shipper delays as new crops become available.

PRO\*FRESH  
LOGISTICS

### IN PEAK SEASON



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# Commodity Updates



## Apples

The apple market remains stable, with a healthy supply of food service-sized apples available.

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



## Asparagus

Asparagus supplies from Mexico remain very tight due to heavy rains and winds in Caborca, which have led to reduced yields. As a result, the market continues to be more active, with decreased volumes coming from the region.

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



## Avocados

**ALERT**

Markets remain high, with no harvest yesterday due to Benito Juarez Day. Harvest resumes today, and size structure is peaking at 60ct and smaller, with 48ct+ priced higher. California's season is ramping up, but limited harvest is expected this week due to rain. Elevated markets will persist until relief in Mexico.

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



## Bell Peppers

South Florida has a reliable supply, with new fields offering larger varieties and established fields providing sun-ripened options. XL sizes are limited this week but expected to increase. Sinaloa is slightly up, with moderate Western volumes. Quality in Florida is strong, and Sinaloa's quality will improve in 10-14 days.

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

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

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# Commodity Updates



## Berries (Blackberries)

**ALERT**

Blackberry supplies are growing increasingly limited due to the high temperatures in Central Mexico. A significant portion of the harvest is not meeting quality standards by the time it reaches the border.

Commodity/Region	Supply	Price	Quality
California (Year Round)	High	\$\$\$	Good



## Berries (Blueberries)

Markets are firming up as availability becomes lighter for most shippers. West Coast production won't increase until after Easter. Central Mexico and Peruvian offerings are light, and Florida's season is just beginning, with a few more weeks needed to ramp up.

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



## Berries (Raspberries)

Production from Baja and Central Mexico remains steady, though it is lighter than usual.

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



## Berries (Strawberries)

The California berry season is ramping up with ideal weather. Baja production will peak in the next week or two with high volume. Florida finishes this week, and Central Mexico is nearly done, with only some larger shippers still crossing fruit into the U.S.

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

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

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Only the Finest Berries™



# Commodity Updates



## Broccoli

Broccoli supplies and quality remain strong across all regions, with the market expected to stay steady through 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

Domestic and Mexican supplies remain strong, with no changes expected in the overall volume outlook. Both bulk and processed categories are solid options for promotion. Quality is generally very good, though some domestic crops show occasional insect damage, while Mexico's crop is in good condition but has some elongated seed cores/stems.

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 desert growing region is progressing smoothly, and the outlook remains positive. Lake Park, GA is shipping a variety of products, including chunks, cellos, jumbos, and baby sizes, with shipments expected to continue through May. A friendly reminder to place 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 supplies have improved, with quality and texture showing significant enhancement over the past few weeks. The market is expected to remain steady through 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

Demand is moderate, with light production in Yuma and plentiful supplies in Oxnard/Santa Maria. A few shippers are adjusting based on order size, so promotions are encouraged. Transfers to Yuma will continue with a surcharge, even for contract orders, so please be aware. Overall, quality remains good with most shippers.

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. They 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 across the board as the rain has helped the fruit size up. We're seeing a tightening of 115ct and smaller sizes. The main regions, District 1 (San Joaquin Valley) and District 2 (Ventura County/Oxnard), are peaking on 95ct and larger.

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



## Citrus (Limes)

The market is significantly higher, with lower yields expected, particularly on larger fruit. Some offshore fruit is available, loading out of Miami. The market is expected to remain steady through Easter, with a slight decrease anticipated afterward, barring any tariff changes.

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



## Citrus (Oranges)

Peak sizes are now 72ct/88ct, with deals still available on smaller sizes. Rain is tightening markets due to reduced harvesting, and Brix are around 13. It's a strong year for foodservice, with Valencia oranges expected late May/early June.

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



## Cucumber

Florida production is slowly increasing with good quality, and supply is expected to improve in 7 days. The Honduras import season is nearly finished. Mexico (Sinaloa/Sonora) is seeing moderate production with high quality, and volumes are set to rise next week.

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

Florida supply is currently limited, with Plant City expected to start in mid to late April, possibly resulting in a volume drop. Sinaloa has a moderate to substantial supply with good quality, remaining steady through Lent. The next region to watch in the West is Coachella, which will begin production in May.

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



## Garlic

Garlic quality is outstanding, and supplies are anticipated to remain strong 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)

After two months, the glut is nearing its end, starting with green seedless grapes. The market is currently split between older grapes with issues and newer, retail-ready arrivals. The older grapes should clear out in a week or two, leading to a more balanced market in both quality and price.

### 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 with strong quality, and this trend is expected to continue into next week.

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



## Kale

Kale supplies are expected to remain plentiful this week with excellent quality, and 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

Production is ongoing in Yuma, Huron, and Santa Maria, with warm temperatures in Yuma possibly affecting the season's end. Quality in Huron and Santa Maria is good, and the market remains steady. Weights range from 39-43 pounds across regions, with a pricing gap of \$3-\$4 depending on the supplier.

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

The market is firm with multiple suppliers, and green/red leaf and butter will have ample availability this week. Production is in Yuma, Huron, and southern CA. Warm temperatures may cause light fringe and tip burn next week, but quality remains above average. Romaine hearts are steady across all regions.

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

Supplies are good with fair quality as we approach the start of the Yuma season. However, some tip burn on the leaves is being reported due to the recent and ongoing warmer weather in the area. As the transition period progresses, expect supplies to tighten.

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

Cantaloupe pricing has stabilized and is beginning to soften. The spring crop (third rotation) from Guatemala has arrived just in time for the Easter pull. Retail contracts are expected to drive increased demand, and suppliers are preparing accordingly. Sizing is peaking on 9s, with 12s in limited supply.

Commodity/Region	Supply	Price	Quality
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Central America (December - May)	Steady	\$\$\$	Good
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Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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# Commodity Updates



## Melon (Honeydew)

Offshore honeydews are available at all ports in CA, TX, FL, and the Northeast. Nogales honeydews from Mexico are also available, with the market peaking on larger sizes.

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

Watermelon demand remains light, and supplies are stabilizing. Prices are expected to hold steady this week, with better availability on larger sizes.

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

Yellow and red onions from ID, OR, and WA are in strong supply, while white onions in the Northwest remain limited. TX and MX are bringing onions to market, with TX onions available. Market pricing is below production costs. Mexican onions are available through early May, and California's season is set to start in 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 a tough spot—California's Bartletts won't arrive until mid-July, and Washington's crop is down 25-50%. Bosc pears are nearly nonexistent, leaving just Anjou pears, which are slowly creeping up in price while we all settle for them.

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 mid-April, with peak volumes expected in May. Costa Rican pineapples are the main source, and large crownless pineapples are in high demand. Rain is expected to lower yields, impacting availability and pricing in the short term.

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



## Potatoes

The market is 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 available from NC, Arkansas, and California. Mississippi's crop is ending due to a short yield.

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



## Squash

South Florida has a strong zucchini supply, but yellow squash is limited due to weather. Zucchini quality is good, while yellow squash is moderate. The West is transitioning from Sinaloa to Sonora, and the East has more zucchini than yellow squash, with both offering good quality.

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



## Stone Fruit

Imported stone fruit is beginning to wind down, with domestic fruit set to start in late April or early May, beginning with cherries. This will be followed by apricots, peaches, and nectarines, with plums expected to start in late May or early June. Meanwhile, the kiwi market remains steady.

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



## Tomatoes

**ALERT**

Production in South Florida and Ruskin/Palmetto is light due to January's cool weather, resulting in slower maturity and limited supply. Ruskin/Palmetto volumes are expected to increase slightly in 2-3 weeks, while Culiacan remains low, lighter than January/February. Grape harvest is improving, with more light expected soon. East/Central Mexico will remain light until late April.

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

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

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# Weather Updates



## CALIFORNIA

High pressure will weaken today, allowing the marine layer to reestablish and bringing temperatures closer to normal. Morning lows will range from the low 40s to upper 40s, with daytime highs between the mid 50s and mid 70s. A low-pressure system passing to the north Thursday into Friday will bring gusty winds and below-average temperatures. As skies clear Friday night, minimum temperatures will drop to the mid 30s to mid 40s. A second system will arrive Sunday, bringing a chance of light showers through early next week, with initial rain totals expected to be less than  $\frac{1}{4}$ .



## MEXICO

Warm temperatures with little change are expected over the fields of Central Mexico through the weekend. Highs will range from the upper 70s to upper 80s through Friday, and from the low 80s to low 90s over the weekend. Lows will be in the low 50s to low 60s through Thursday morning, transitioning to mostly upper 40s to upper 50s from Friday through Sunday morning. Shower activity will remain widely isolated through Sunday, with rainfall totals ranging from 0.02" to 0.15" in most showers. However, higher totals are possible with some thunderstorms. Expect drier weather from Friday through Sunday.



## FLORIDA

Warm temperatures and mostly dry weather are expected through Friday. However, the chance for showers and thunderstorms will increase over the weekend. Winds will gust near 20 mph through Thursday, reaching closer to 30 mph on Friday. In northern Florida, maximum temperatures will range from the upper 70s to mid 80s through the weekend, with lows in the mid 50s to low 60s through Sunday morning. In central and southern Florida, highs will warm into the low to mid 80s most days through Sunday, with lows ranging from the low 60s to near 70 across most areas through the weekend.



## ARIZONA

Record-high temperatures on Tuesday will be followed by a gradual cooling trend through Saturday as a broad low-pressure trough moves in from the west. Highs will drop to the low to mid-90s across most fields on Wednesday, cooling further to the mid 70s to low 80s by Saturday afternoon. Morning lows will peak in the low to mid-60s on Wednesday, cooling to the low to mid-50s by Saturday and Sunday. Westerly winds could become a concern on Friday, with gusts increasing from 15-20 mph in the morning to 20-30 mph in the afternoon. Winds will gradually subside through the weekend, with warming returning by Sunday afternoon.

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



# Freight Updates



Seasonal changes across the country and transition to summer growing regions is on the horizon. Be prepared for multi-region loading, and increased shipper delays as new crops become available.



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

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

	03/10/25	03/17/25	03/24/25	Change from	
				week ago	year ago
U.S.	3.582	3.549	3.567	↑ 0.018	↓ -0.467
East Coast (PADD1)	3.699	3.679	3.675	↓ -0.004	↓ -0.450
New England (PADD1A)	4.031	3.987	3.987	0.000	↓ -0.334
Central Atlantic (PADD1B)	3.907	3.869	3.872	↑ 0.003	↓ -0.422
Lower Atlantic (PADD1C)	3.587	3.577	3.569	↓ -0.008	↓ -0.473
Midwest (PADD2)	3.497	3.463	3.491	↑ 0.028	↓ -0.495
Gulf Coast (PADD3)	3.284	3.245	3.265	↑ 0.020	↓ -0.452
Rocky Mountain (PADD4)	3.414	3.376	3.415	↑ 0.039	↓ -0.571
West Coast (PADD5)	4.250	4.203	4.229	↑ 0.026	↓ -0.437
West Coast less California	3.768	3.715	3.754	↑ 0.039	↓ -0.419
California	4.807	4.766	4.776	↑ 0.010	↓ -0.448

\*prices include all taxes

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

# Crop Updates



The high-pressure system over the Southwestern Desert regions will begin to move east today following days of record to near record high temperatures across the region.

Quality in the desert regions continues to be a challenge in the recent hot temperatures as the season winds down. Insect pressure continues to rise along with heat related problems. Leaf and lettuce fields will see an increase in fringe/tip burn, internal burn, twist, ribby/irregular shape and seeders, while also contributing to weaker, dehydrated texture and lesser overall shelf life. 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. Broccoli production from the desert regions will begin to show some open/yellow bead along with dehydration and increased insect pressure.

On the processing side extreme heat can cause physiological changes in the plants causing leaf sensitivity and a weaker overall texture. This can result in increased mechanical damage and bruising during harvest and processing. Processed items will also likely see an increase in discoloration and breakdown showing up in the bag affecting quality and shelf life.

It remains very important to keep your rotations in check as the overall quality and shelf life of most crops, especially processed items, will be challenged.



**TIM LYNCH**

**QUALITY ASSURANCE MANAGER**