

MARKET ALERTS

Asparagus: Mexican production is limited but expected to increase in a week, while Peruvian supplies remain steady with an abundance of smaller sizes. Better production is anticipated in 7-10 days, and markets are active with prices around \$40 for all sizes.

Blackberries: This item is in very limited supply, with demand outpacing availability; however, some relief is anticipated late next week from limited volumes arriving from the Central Mexico region via Texas.

Blueberries: The ongoing industry shortage is expected to improve by mid-October with increased availability of Peruvian imports and Central Mexican products, though only small volumes of Peruvian offshore fruit are currently arriving each week.

Oranges: Markets are strengthening, but supplies will be extremely limited for the next four weeks as Valencia harvests remain low. Valencias are available in the Central Valley and Riverside, but contract priorities will tighten supplies further. Quality is fair, affected by extreme heat, while offshore navels are being imported, though supplies will also tighten. The domestic Navel crop is expected to begin in mid to late October.

Green Onions: Very limited supply due to high temperatures in northern Mexico, and the market is expected to stay elevated for the next few weeks.

SEPTEMBER 25, 2024

CROP UPDATES

Hurricane Helene is intensifying as it approaches the Florida Panhandle, expected to bring 5 to 15 inches of rain to northern Florida and southern Georgia, threatening fall crops. Meanwhile, excessive heat in the Southwestern Desert is reducing green onion yields from Mexicali, resulting in extremely light supplies. Read more

WEATHER

Arizona - Overnight highs in Thermal will reach 112-113°F, peaking at 112-113°F, with slight cooling by Sunday. Morning lows will remain in the 70s, accompanied by light westerly winds.

<u>California</u> - A weak low-pressure system is moving north, reducing high pressure and bringing temperatures closer to average. Morning lows range from 40s to 50s, with daytime highs reaching 60s. Temperatures will rise above average, peaking on Friday. High pressure will weaken, cooling temperatures.

Florida - Tropical Storm Helene is expected to strengthen into a powerful hurricane near the Big Bend, causing heavy rainfall, damaging hurricane-force winds, and significant flooding across Florida and the southeastern U.S. from Thursday into Friday.

Mexico - Warm temperatures are expected through September 29th, with light rain and minimal changes in isolated shower activity. Maximum temperatures will be in the mid 70s to 80s, with lows in the upper 50s to mid 60s.

FREIGHT

Lighter freight volumes in the west coat region are causing supplier delays, prompting Pro*Fresh to rely on carrier partners for expedited freight delivery.



IN PEAK SEASON

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Apples

The market remains mostly steady, with all major varieties now in new crop, except for Pink Lady. Some storage crop inventories are still available.

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



<u>Asparagus</u>

ALERT

Mexican production remains very limited, but we expect an increase in about a week, depending on the weather. Larger sizes have gradually improved, though volumes are still low. Peruvian volume remains steady, with an abundance of smaller sizes and standards. Southern Peru continues to open more fields, and we anticipate better production in the next 7-10 days. Markets remain active, with prices hovering around \$40 for all sizes.

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



<u>Avocados</u>

Markets are rising for 60ct and 70ct sizes as the size distribution shifts toward 48ct due to the heavy rainfall experienced in Mexico. The Adventajada crop is anticipated to begin in the coming weeks, with peak sizing and the official start date yet to be confirmed.

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



Bell Peppers

Supply is sufficient to meet current demand, with Georgia's harvest expected to begin in about two weeks. A potential hurricane watch is in effect for the Florida panhandle, which may extend into Georgia. In California, supply remains steady from coastal regions, with a transition to the Coachella Valley expected by mid-October. Red bell pepper supplies have improved slightly, though prices remain elevated.

Commodity/Region	Supply	Price	Quality
California (May - October)	Steady	\$\$ \$	Good
Ohio/NC/MI/NJ (June - September)	Steady	\$\$ \$	Good

Key Partners







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Commodity Apdates



Berries (Blackberries)

ALERT

This item remains in very limited supply, with demand exceeding availability. Some relief is expected as early as late next week, with limited volumes coming from the CMex region crossing through Texas.

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



Berries (Blueberries)

ALERT

The industry-wide shortage continues, but we anticipate improved availability of Peruvian imports and CMex product by mid-October. Currently, only small volumes of Peruvian offshore fruit are arriving each week.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Light	\$\$\$	Poor
Dover, Florida (Year Round)	Light	\$\$\$	Good



Berries (Raspberries)

Transferred fruit from Baja and CMex is becoming more abundant, with small shipments from Mexico starting to arrive. These volumes are expected to gradually increase over the coming weeks.

C	Commodity/Region	Supply	Price	Quality
	California (Year Round)	Steady	\$\$ \$	Good
-	Dover, Florida (Year Round)	Steady	\$\$ \$	Good



<u>Berries (Strawberries)</u>

The season in this area is expected to begin in 4 to 6 weeks. In Salinas and Watsonville, volumes are declining as labor shifts to preparing new beds. Meanwhile, Santa Maria and Oxnard are seeing increased production. The market is clearly divided between the older crop from the north and the fresh, new crop coming from the south.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Steady	\$\$ \$	Good
Dover, Florida (Year Round)	Steady	\$ \$\$	Fair





<u>Broccoli</u>

Broccoli supplies are a bit tighter this week due to increased insect pressure in the fields. Expect the market to steadily strengthen as we approach the weekend.

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



Brussel Sprouts

There are no significant changes in the sprout forecast, with heavy volumes expected to continue over the next few weeks. The open market remains oversupplied, leading to softer pricing. Quality is generally good, though occasional insect damage has been reported. There's additional capacity in both VA and bulk pack categories, making it a great time to explore promotional opportunities.

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



Carrots

The Cuyama/Santa Maria area remains the primary growing region and will continue through early November. While jumbo and cello sizes are tight with rising prices, standard business needs are being met. There is an abundant supply of baby and snack packs, which aligns perfectly with the return of schools.

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



Cauliflower

Cauliflower supplies remain steady in both the Salinas and Santa Maria growing regions. We anticipate the market to hold stable heading into next week, with quality ranging from fair to good.

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



Celery

As with the previous week, supplies continue to outpace demand, with multiple shippers offering plentiful deals. Santa Maria and Oxnard are providing the most competitive offers, especially on larger sizes, which have the best availability. Strong supplies and good quality are expected throughout the week, though availability in Salinas will be lighter.

Commodity/Region	Supply	Price	Quality
Oxnard, California (Year Round)	Steady	\$\$ \$	Good

















Citrus (Grapefruit)

The domestic grapefruit season has concluded earlier than expected due to the extreme heat, resulting in a gap of approximately one month until Desert Rios become available in October.

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



Citrus (Lemons)

Markets remain steady overall, with District 2 (Oxnard/Ventura County) continuing to be the primary growing region. District 3 (California Desert/AZ) is anticipated to ramp up production in mid to late September, bringing improved quality. Offshore fruit is also available on both coasts.

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



Citrus (Limes)

Markets are experiencing a slight decline, with quality remaining fair but gradually improving. Higher prices are being commanded for good quality fruit. As new crop supplies increase, expect more volume and enhanced quality, leading to limited availability of larger fruit while smaller fruit becomes more plentiful in the coming weeks.

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



<u>Citrus (Oranges)</u>

ALERT

Markets continue to strengthen, but supplies are expected to be extremely limited for the next four weeks as harvest levels remain low, aiming to extend the short Valencia season. Currently, Valencias are available in the Central Valley and Riverside areas, but contracts take priority, leading shippers to allocate based on severely reduced supplies. Several shippers are set to finish packing Valencias next week, which will further tighten supplies and drive up prices. Quality is fair, typical for this time of year, with reports of early decay, soft fruit, and skin breakdown due to the extreme heat. Offshore navels are being imported on both coasts, but expect supplies to tighten as they fill the void left by California and as import volumes decrease with that season winding down. The domestic Navel crop is anticipated to begin in mid to late October.

Commodity/Region	Supply	Price	Quality
San Joaquin Valley (Year Round)	Light	\$\$\$	Fair



<u>Cucumber</u>

Local deals in the East are nearing their conclusion, with North Carolina and Georgia as the primary regions. Supplies from the West have improved, thanks to products arriving from Central Mexico and Baja. While the quality remains good, cooler weather has led to a limited availability of larger fruit.

С	ommodity/Region	Supply	Price	Quality
	Georgia (May - June)	Steady	\$\$ \$	Good
_	Mexico (November - May)	Steady	\$\$ \$	Good
_	Baja California (Mav - October)	Steady	\$\$ \$	Good





Eggplant

Supply is moderate on both coasts, with local areas still contributing volume. Georgia is expected to ramp up production by October, while California maintains a moderate supply with good quality.

Commodity/Region	Supply	Price	Quality
California (May - October)	Steady	\$\$ \$	Fair
Ohio/NC/MI/NJ (June - September)	Steady	\$\$ \$	Good



Garlic

The new crop harvest in California has officially begun. Quality is strong, and supplies are expected to stay consistent in the coming weeks.

C	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 market is showing a slight increase, with very few medium-large sizes available. However, there are ample supplies of Extra Large and Jumbo sizes, all of which boast excellent quality.

Grapes (Green)

Commodity/Region	Supply	Price	Quality
Mexico	Steady	\$\$\$	Excellent

Grapes (Red)

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



Green Onions

ALERT

Green onions are currently in extremely limited supply due to high temperatures in the northern Mexico growing region. Expect the market to remain elevated for the next few weeks.

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



<u>Kale</u>

Kale supplies are anticipated to be abundant this week, presenting a great promotional opportunity. The market is expected to remain steady as we move into next week.

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

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















Lettuce Iceberg

The market has started the week on a flat note, similar to last week. Multiple suppliers are reporting strong availability of this commodity, with shippers adjusting accordingly. Expect excellent supplies in Salinas and moderate availability in the southern regions throughout the week. Both weight and quality remain robust, averaging between thirty-nine and forty-three pounds.

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



Lettuce Leaf

Warm weather across all growing regions has resulted in a surplus of romaine, green leaf, and red leaf lettuce. As with lettuce, shippers are adjusting to accommodate volume orders, so this is a great opportunity for promotion. Most suppliers are reporting above-average weights and quality. Expect strong availability throughout the week in both northern and southern regions, with minimal fringe and tip burn. Additionally, there will be good supplies of romaine hearts available.

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



Lettuce Tender Leaf

This week, there are abundant supplies of cilantro, arugula, spinach, and parsley, with markets anticipated to remain steady heading into next week.

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



Melon (Cantaloupe)

The cantaloupe market remains steady, with excellent quality reported for the California crop. However, daily harvest totals have decreased due to cooler weather in the region. Demand for the western crop has risen as regional programs wind down, leading to a peak in larger fruit availability, while smaller sizes are becoming more accessible. California production is expected to conclude the week of October 13, with Yuma production scheduled to begin on October 14.

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











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Commodity Updates



Melon (Honeydew)

The honeydew market is currently stable, with an increase in supplies. While better sizing is becoming available, honeydew 8s remain limited. The Arizona crop is not expected to be available until mid-October, with Mexican supplies anticipated to follow shortly thereafter.

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



Melon (Watermelon)

Watermelon supplies are beginning to decline as cooler weather sets in and regional programs wind down. However, there will still be supplies available through October, with fresh stock expected to arrive from Nogales by mid-November.

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



<u>Mushroom</u>

Supplies are currently limited as growers undergo the fall transition. However, the Northeast is seeing improvements, and we expect an increase in supplies on the West Coast over the next two weeks.

Commodity/Region	Supply	Price	Quality
Nationwide	Light	\$\$ \$	Good



Onions

The Northwest harvest is entering its final weeks, offering excellent supplies of red and white onions. The market for red onions remains firm.

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



Pears

PRO*ACT

The California pear season is winding down, making way for Washington's harvest. The market has softened slightly.

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









<u>Pineapples</u>

Suppliers are adhering to six-week averages, prioritizing contracted business. Costa Rican pineapples are facing challenges due to insufficient rainfall in the tropics, with new crop supplies still a few weeks out. Larger fruit remains difficult to procure in the market. However, Mexican pineapples are becoming more available in the U.S. as quality in the growing regions improves. We are closely monitoring the port negotiations and their potential impact on supply.

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



Potatoes

Growers are completing their final harvests and preparing for storage. The overall size profile is leaning towards larger fruit, with good deals available on 40 and 50 CT. However, supplies of 80-120 CT and #2 grade fruit remain limited.

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



Squash

The primary growing regions in the East are North Carolina and Georgia. In Santa Maria, while product is still available, volumes have slightly declined due to cooler weather.

C	Commodity/Region	Supply	Price	Quality
•	Mexico (November - May)	Steady	\$\$ \$	Good
	California (May - Oct)	Steady	\$\$ \$	Good
	Ohio/MI/OH/NJ/NC (June - September)	Light	\$\$ \$	Good



Stone Fruit

Nectarines are nearing the end of their season, with only a few scattered inventories left. Peaches are also beginning to thin out as the season wraps up, while plums and pluots remain abundant. Pomegranates have started to come in, but imported kiwi supplies will be limited for the next couple of weeks, with domestic kiwi set to arrive soon. Asian pears are currently in good supply.

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



Tomatoes

Markets remain relatively steady at the moment, with product being sourced from Virginia, Tennessee, and North Carolina in the East. Florida is expected to begin its season in late October, weather permitting. A hurricane watch is currently in effect, potentially impacting growing regions in Northern Florida, Georgia, Alabama, and Tennessee, which could lead to significant rainfall. In the West, supplies are moderate, as California has about 4-5 weeks left in its season, while supplies from Baja and Central Mexico have seen some improvement.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$ \$	Good
Baja California (Spring/Summer - NOV)	Steady	\$\$ \$	Good
California (July - OCT)	Steady	\$\$ \$	Good

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











CALIFORNIA

A weak low-pressure system moving north today will diminish high pressure and bring temperatures closer to average. Morning lows are expected to range from the mid 40s to upper 50s, with daytime highs reaching the 60s along the coast, mid 70s to low 80s in the coastal valleys, and mid 80s to low 90s south of King City. As the low system moves away, temperatures will rise above average again, peaking on Friday with maximums in the low to upper 70s near the coast and mid 80s to upper 90s inland. The high pressure will weaken over the weekend, cooling temperatures back to average under a deepening marine layer.



MEXICO

Warm seasonal temperatures are expected to persist with minimal changes through September 29th. Isolated shower activity will be generally light, with rain totals ranging from 0.02" to 0.20" in most instances, though some thunderstorms may produce higher amounts. Maximum temperatures will primarily be in the mid 70s to mid 80s through Thursday, dropping to the mid 70s to low 80s from Friday to Sunday. Overnight lows will range from the upper 50s to mid 60s through Sunday morning.



FLORIDA

Later today through Thursday, Tropical Storm Helene is expected to strengthen into a powerful hurricane as it approaches the Gulf Coast of Florida, particularly near the Big Bend. Showers and thunderstorms will become more frequent and widespread, leading to heavy rainfall, damaging hurricane-force winds, and significant flooding across the west coast of Florida and the Florida Panhandle. As the system weakens and moves northward, heavy rains are anticipated across Florida and the southeastern U.S. from Thursday into Friday.



ARIZONA

Excessive heat will persist throughout the weekend due to a strong high-pressure system. Daily afternoon highs will soar into the 100s, peaking at 112-113°F in Thermal through Friday, before cooling slightly by Sunday. Morning lows will remain in the 70s, accompanied by light, predominantly westerly winds.

Freight Updates

Freight this week sees supplies becoming lighter in the west coat growing region. This lighter volume is creating shipping delays at supplier level. The trucking industry will continue to see lighter supplies as fall approaches. With Pro*Fresh you can rely on our proven carrier partners to expedite freight to your location!



J.S. On-Highway Diesel Fuel Prices*(dollars per gallon)				full history TXLS	
			Change from		
	09/09/24	09/16/24	09/23/24	week ago	year ago
U.S.	3.555	3.526	3.539	♦ 0.013	♦ -1.047
East Coast (PADD1)	3.619	3.585	3.577	♦ -0.008	♦ -0.948
New England (PADD1A)	3.871	3.818	3.797	♦ -0.021	+ -0.810
Central Atlantic (PADD1B)	3.847	3.810	3.813	♦ 0.003	♦ -0.951
Lower Atlantic (PADD1C)	3.508	3.479	3.467	♦ -0.012	* -0.962
Midwest (PADD2)	3.528	3.481	3.511	♦ 0.030	♦ -0.928
Gulf Coast (PADD3)	3.190	3.172	3.191	♦ 0.019	♦ -1.090
Rocky Mountain (PADD4)	3.567	3.588	3.608	♠ 0.020	♦ -1.193
West Coast (PADD5)	4.257	4.244	4.239	+ -0.005	♦ -1.448
West Coast less California	3.837	3.818	3.815	♦ -0.003	* -1.414
California	4.739	4.733	4.727	♦ -0.006	♦ -1.481

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

*prices include all taxes

G Prop Update

In the Gulf of Mexico Hurricane Helene will continue to intensify in the warm Gulf waters as it heads toward the Panhandle of Florida. Water temperatures in the mid to upper 80s in the Gulf will help fuel this system before making landfall late Thursday. Conditions in the Gulf are conducive to the rapid intensification of this system over the next 24 hours. Forecasts expect Helene to become a large, major hurricane as it heads towards the Big Bend region of Florida. This will bring very strong winds and heavy perception to northern Florida and southern Georgia. Rainfall amounts of 5 to 10 inches with isolated amounts of around 15 inches in these regions. After making landfall Helene is expected to stall near the Tennessee Valley late Friday into the weekend. There are numerous fall crops in the line of fire from this very large, powerful storm system. Of greatest concern are the fall crops in northern Florida and Georgia that are just beginning harvests. We will be closely monitoring this system and the various growing regions impacted over the next few days.

In the Southwestern Desert region, growers continue planting for the winter season. Early reports are showing mostly good germination in the stands, however excessively warm temperatures look set to continue in the region into next week. This will not help the already light green onion supplies. Green onion supplies look to remine extremely light coming from the main growing region of Mexicali due to hot temperatures reducing yields in the region. These regions supply most of the current production and will take weeks to recover at a minimum.



TIM LYNCH
QUALITY ASSURANCE MANAGER