

# Weekly PRODUCE ALLIANCE Market Report



January 4, 2024

## OVERVIEW

We continue to see very short markets on mixed vegetables, which include, but are not limited to, beans, corn, tomatoes (all Varieties), squash, bell pepper (red and green), cucumber and eggplant. Tomatoes out of Florida and Mexico remain short this week but should start to see some improvement over the next ten days. We still have a few shippers in an. Act of God this week but expect that to be gone next week. With the weather unseasonably cool in South Florida and Mexico this fall, harvest delays and harvest forecasts have been impacted and we expect to see higher markets through January. The avocado industry will be harvesting the biggest volumes of 2024 in the next four weeks – with projections at 300M pounds for January. The size curve was predicted to remain small. Balancing supply & demand is needed to support market stability, and as the size curve out of Mexico continues to size up, additional movement on larger fruit is needed. In Yuma, temperatures have dropped this week, with much lower daytime and nighttime temps. With these lower temperatures, expect to see some frost in all wet veg growing areas.

## MARKET ALERTS



### AVOCADOS – ESCALATED

Last week's harvest came in at 45.5M pounds, a substantial number for a holiday week. Industry inventories for week one is reported at 54.1M pounds. The sizing continues to trend toward 60 counts, but it shows signs of sizing up as 40s & larger become more available. Normal crop harvest has begun & dry matter is higher. Dry matter out of Michoacán is about 31%.



### ASPARAGUS – EXTREME

Asparagus production is still limited in all growing regions in Mexico due to cooler temperatures. Peruvian production continues to be low due to field transitions and seasonality. Quality is fair due to heat in Trujillo, the northern growing region. Larger sizes are still extremely limited in all regions and markets continue to be extremely active with less production from all regions. Supply out of Carborca should begin in the next two weeks, weather permitting.



### BASIL – ESCALATED

Rain continues to affect basil supply and quality.



### BROCCOLINI – EXTREME

Broccolini continues light in supplies. Volume in Salinas remains light, and Mexico is behind in getting started for the season. Other varieties such as Artisan Broccoli and Sweet Baby Broccoli are plentiful with good Quality.



### CARROTS (JUMBOS, MEDIUMS and CELLOS) – EXTREME

Very limited supply on Jumbo and Medium Carrots in California and growers are in a demand exceeds supply situation. Fields in the Salinas and Bakersfield region are not sizing up. Expect Jumbo carrots to remain in light supply, well into Q1, 2024.



### ONIONS - ESCALATED

Several factors have caused onion markets to double in the last two weeks alone. The first was the hurricane that took place back in the Fall. This weather event negatively impacted the domestic crop due to copious amounts of rain and the Mexican crop. Growers in the Pacific Northwest have been experiencing unusually high levels of shrinkage. On average, they must run 30% more than normal to achieve the same pack out as last year. The early Mexican crop was primarily white onions, so growers were paying top dollar for the domestic product because that crop was lost. We also hear that Japan is without its domestic onions and is leaning heavily on the US crop. This is all leading to a global shortage that should cause the onion market to remain elevated until Mexico's new crop comes into the mix, which is a big wildcard now. If Mexico's crop is in okay shape and is just delayed, this will help to add supply and alleviate the market a bit. If they are in worse shape than we know, we are likely to see the market remain elevated for a much longer period.



### POTATOES – ESCALATED

The market continues to feel stable on all sizes and grades for the moment, with the exception of 40ct potatoes. While potatoes as a whole should remain plentiful, we do anticipate 40ct commanding a premium more often than not until the end of the crop. They have continued to be available for mixers, but we are not seeing very much straight load availability, or even availability in heavy volume. There will be some lots that are better than others throughout the season, but this does appear to be a theme moving forward. Because of this, we do anticipate that we may see a pretty big gap between 40ct/50ct and the rest of the sizes. The good news is that food service sized cartons in the middle size range (60/70/80) appear to be plentiful. Unfortunately, at



## CAULIFLOWER – ESCALATED

Supply is improving, quality is good, and pricing is still escalated although the market is adjusting down.



## CELERY – ESCALATED

Quality is good, overall supplies are improving although pricing is still escalated. Demand has settled now that the holiday pull is over, market is slightly lower.



## GREEN BEANS – ESCALATED

Markets are higher due to lighter volume of Florida and Crossing through Nogales. Overall quality is mixed.



## TABLE GRAPES – ESCALATED

Offshore table grapes are now in full production; markets will be firm through mid-January. Overall quality is good.



## HOT PEPPER – EXTREME

In the east, the hot pepper market is hit or miss. Supply out of Central Mexico will be done for the season and transition to Culican. This will be extremely challenging not just due to a lack of supply, but also a lack of logistics during the holiday week. We will see border delays/ crossings this week further impact very light volume across the entire category. Serrano, Poblano, Tomatillo and Habanero will continue to be the shortest. Quality will be fair at best on all varieties.



## LIMES – ESCALATED

Quality is very good, supply crossing the border is steady. Market continues to be active.



## MUSHROOMS – ESCALATED

Quality is good, and supply will remain volatile through January. We are seeing very short markets on white and cremini mushrooms.



## PEPPERS (RED BELL) – ESCALATED

Lighter supply available out of Nogales and Florida as our growers are into newer blocks. We expect to see some pro-rates over the next week and hope to see improvements as volume increases.



## SNOW & SNAP PEAS – ESCALATED

Guatemala's production of snow peas and sugar snaps has slowed due to last week's frost, limited holiday harvesting, and packing hours. Snow and sugar snap pea markets are very active, with a light supply from the west.



## TOMATOES – EXTREME

### East Coast

- **Round Tomatoes, Roma Tomatoes: ESCALATED**  
Supply is slowly improving and will continue over the next two weeks.
- **Grape, and Cherry Tomatoes: EXTREME** We expect to see very short crops, escalated pricing, and potential for pro-rates continue through January.

### Mexico

- **Round Tomatoes, Roma Tomatoes: ESCALATED**  
Supply is slowly improving and expect this to continue over the next two weeks.
- **Grape, and Cherry Tomatoes: EXTREME** We expect to see very short crops, escalated pricing, and potential for pro-rates continue through January.
- **Medley Grape Tomatoes: EXTREME** Lighter volume this week with fair quality.
- **Tomato on the Vine:** Lighter supply and higher prices this week and quality is good.









### WEATHER: YUMA, AZ

Thu 1/4	Fri 1/5	Sat 1/6	Sun 1/7	Mon 1/8	Tue 1/9	Wed 1/10	Thu 1/11
67°   42°F	67°   43°F	65°   45°F	61°   43°F	61°   37°F	62°   37°F	65°   41°F	63°   41°F
Sunny	Sunny	Sunny	Partly Cloudy	Sunny	Sunny	Mostly Sunny	Sunny









### OXNARD, CA

Thu 1/4	Fri 1/5	Sat 1/6	Sun 1/7	Mon 1/8	Tue 1/9	Wed 1/10	Thu 1/11
63°   44°F	63°   45°F	62°   47°F	58°   39°F	60°   42°F	60°   43°F	61°   43°F	59°   43°F
Partly Cloudy	Partly Cloudy	Mostly Sunny	Partly Cloudy	Sunny	Mostly Sunny	Partly Cloudy	Partly Cloudy









## CULIACAN, SINALOA

Thu 1/4	Fri 1/5	Sat 1/6	Sun 1/7	Mon 1/8	Tue 1/9	Wed 1/10	Thu 1/11
80°   50°F	80°   49°F	82°   50°F	82°   51°F	76°   45°F	79°   49°F	77°   51°F	80°   50°F
							
Sunny	Mostly Sunny	Mostly Cloudy	Sunny	Mostly Sunny	Partly Cloudy	Mostly Cloudy	Partly Cloudy









## JALISCO, NAYARIT

Thu 1/4	Fri 1/5	Sat 1/6	Sun 1/7	Mon 1/8	Tue 1/9	Wed 1/10	Thu 1/11
72°   51°F	69°   49°F	68°   52°F	71°   53°F	70°   46°F	73°   48°F	71°   49°F	71°   50°F
							
Mostly Sunny	Partly Cloudy	Mostly Cloudy	Partly Cloudy	Partly Cloudy	Partly Cloudy	Mostly Cloudy	Mostly Cloudy

## VIZCAINO, BAJA SUR

Thu 1/4	Fri 1/5	Sat 1/6	Sun 1/7	Mon 1/8	Tue 1/9	Wed 1/10	Thu 1/11
69°   41°F	69°   43°F	69°   39°F	69°   43°F	61°   42°F	65°   43°F	70°   46°F	69°   45°F
							
Sunny	Sunny	Sunny	Mostly Sunny	Mostly Sunny	Partly Cloudy	Partly Cloudy	Sunny

## IMMOKALEE, FL

Thu 1/4	Fri 1/5	Sat 1/6	Sun 1/7	Mon 1/8	Tue 1/9	Wed 1/10	Thu 1/11
73°   52°F	78°   65°F	76°   64°F	69°   57°F	77°   69°F	81°   58°F	71°   54°F	75°   64°F
							
Mostly Cloudy	Partly Cloudy	Thunderstorms	Showers	PM Showers	PM Thunderstorms/Wind	Partly Cloudy	Mostly Cloudy