

the Fresh Press ALERT

Produce that's Fresh. Information that's to the Point.

MARCH 2ND, 2018

BANANAS ALERT

Markets have escalated from a mix of cold weather, flooding, and political turmoil in the various growing regions. The market is expected to remain active for the next few weeks with low availability.

BROCCOLINI, BROCCOLI, CAULIFLOWER ALERT

Supplies are down as the cold and freezing weather has halted availability; the market is entering into demand exceeds supply. Expect to see order changes and substitution on sizes for the next 3–4 weeks. Broccoli: Quality is fair to good. Broccolini: Demand exceeds supply for the next couple of weeks due to strong winds and nighttime freezing temps. Cauliflower: Quality is good with occasional bruising, riciness, and oversizing.

CITRUS—LIMES ALERT

The lime market is extremely active and supplies are limited.

Heavy rain, wind, and colder temps affected the bloom and small fruit on trees in December and January, and that is now affecting supplies. The crop is producing mostly 110's and 150's, with small sizes limited. We are also seeing some skin and stylar-end break down (the opposite end of the stem). This situation is expected to have lasting effects on the supply.

HERBS—CILANTRO ALERT

Supplies are shorter as the region was affected by freezing temps. Harvest delays are taking place and the product is showing signs of breakdown, yellowing, and decay.

LETTUCE ALERT

Overall, the market is very active with demand outpacing supply due to heavy wind followed by freezing temps, affecting yields and harvesting. The market will be unsettled for the next 3-4 weeks. **Iceberg:** Quality is fair to good with cooler weather defects such as epidermal peel, weak tip, mildew scarring, bottom rot, large frame, Jumbo and under-sizing. The industry continues to track ahead of harvest schedule. **Leaf:** Quality is fair, and noting blister, cupping, and seeder. The market is active with lighter supplies and good demand. **Romaine:** Quality is fair with blister and seeder. The market is moving upward as the yields are dropping the fields and demand has picked up.

MUSHROOMS ALERT

Cold and freezing temps have interrupted the supply. Compost supplies have been compromised and are not able to keep up with demand. Shorter supplies are expected for at least the next 2 weeks.

SQUASH ALERT

Demand exceeds supply for at least the next couple of weeks. A mix of rain and cold temps in the Mexican growing regions have affected supplies; the transition will be rough.