

the Source +



Market Alerts

TRANSITION The movement of Western growing regions from the Yuma, Arizona area back north to Central California. Many of the products you use year-round are affected during this time, which normally lasts from March to early May. Affected crops may include all lettuce, broccoli, cauliflower, berries and more. "Transition", as this movement is called, often comes with more frequent quality and availability issues. Be sure to read The Source Plus each week for up-to-date recommendations.

ROMAINE Quality continues to be fair on Iceberg and Romaine products. Consider using Green Leaf Lettuce as a substitute.

GRAPES The Chilean grape season is approaching its end, and quality is beginning to decline on both Red and Green Grapes, with Reds being the better value.

ASPARAGUS Cooler weather and rain in Mexico and California's growing regions have tightened supplies. Quality is good, but pricing is higher than normal. **Pencil and Standard sizes** are the best value.

STRAWBERRIES Poor growing conditions in California continue to affect supplies. Quality is poor and pricing may be higher in certain markets.

ORANGES The severe shortage of **Oranges** has reached the point where certain sizes are largely unavailable. Orders for **113 CT, 138 CT and 163 CT** fruit are very likely to be shorted, or substituted with an **88 CT or larger size**. We recommend **88 CT, 72 CT or larger Oranges** be used through the end of the **Navel** season in early spring.

AVOCADOS Pricing may be slightly higher than normal through Easter, due to the Mexican harvest slowdown during the holiday week.

A Peek at Peak Seasons

Squash: Yellow and Zucchini Squash are in very good supply, with great pricing and quality reported.

Eggplant: The early spring harvest in the East is yielding great quality product.

Fiddlehead Ferns: Another spring crop with a short season, this tightly wound vegetable has a taste and texture similar to asparagus. Ask your distributor for availability.

Kale: Quality in all growing regions is excellent, with dark green color and full bunches.

Spring Pears: D'Anjou, Red and Bosc Pears are in good supply out of Washington, with very good quality reported.

Ramps: This wild onion with a pungent flavor grows during a very short season in early to mid-spring. Ask your distributor for availability.

Blackberries: The Mexican crop is at peak harvest.

Weather Update


California: Temperatures will warm to above average next week, with seasonal moisture along the coast. The southwestern desert regions will have strong winds.

Mexico: Rainy conditions in the central regions at the beginning of the week, with warming temperatures following.

Florida: Seasonal temperatures, with rain expected in the northern half of the state at the beginning of the week.



Commodities at a Glance

 APPLES	Quality and pricing are good	 CELERY	Quality and pricing are good	 LETTUCE LEAF	Quality is fair; pricing is higher on Romaine. Green Leaf is the best value.
 ASPARAGUS	Quality is good, pricing is higher	 CITRUS (LEMONS)	Quality and pricing are good	 LETTUCE TENDER LEAF	Quality and pricing are good
 AVOCADO	Quality is good, pricing is fair	 CITRUS (LIMES)	Quality is good, pricing is higher	 MELON (CANTALOUPE)	Quality and pricing are good
 BELL PEPPERS	Quality and pricing are good	 CITRUS (ORANGES)	Quality is good, sizes are running large, pricing is higher	 MELON (HONEYDEW)	Quality and pricing are good
 BERRIES (BLACKBERRIES)	Quality and pricing are good	 CUCUMBERS	Quality and pricing are good	 MELON (WATERMELON)	Quality and pricing are good
 BERRIES (BLUEBERRIES)	Quality is good, pricing may be higher	 EGGPLANT	Quality and pricing are good	 ONIONS	Quality and pricing are good
 BERRIES (RASPBERRIES)	Quality is fair, pricing is good	 GARLIC	Quality is fair, pricing is higher	 PEARS	Quality and pricing are good
 BERRIES (STRAWBERRIES)	Quality is poor, pricing may be higher.	 GRAPES (GREEN)	Quality is fair, pricing is higher	 PINEAPPLES	Quality and pricing are good
 BROCCOLI	Quality and pricing are good	 GRAPES (RED)	Quality is fair, pricing is good	 POTATOES	Quality and pricing are good
 BRUSSELS SPROUTS	Quality is good, pricing is higher	 GREEN ONIONS	Quality and pricing are good	 POTATOES (COLORED)	Quality and pricing are good
 CARROTS	Quality is good, pricing is slightly higher	 KALE	Quality and pricing are good	 SQUASH	Quality and pricing are good
 CAULIFLOWER	Quality is good, pricing is higher	 LETTUCE ICEBERG	Quality is fair, pricing is good	 TOMATOES	Quality and pricing are good

