

The Source

Commodity of the Month - Carrots

MARKET ALERTS

Blackberries: This item will remain tight until late May, with Georgia production starting in two weeks and a current supply gap from Central Mexico.

Raspberries: Like blackberries, this item will remain tight until West Coast production begins in late May or early June, with ongoing shortages from Central Mexico.

Strawberries: Santa Maria is peaking with strong demand as Oxnard winds down. Salinas and Watsonville are ramping up for Mother's Day. Stem berries and larger fruit are available. Advance ordering is recommended.

Brussels Sprouts: The sprout market is active with low supplies and strong demand. Prices are rising and expected to continue increasing for the next 2-3 weeks.

Citrus (Lemons): Markets are firming up as rain has increased fruit size, tightening supplies of 14Oct and smaller. Small fruit will remain limited until District 2 ramps up in June, with District 1 currently leading production.

Citrus (Oranges): Markets are rising as the navel season nears its end, with wrap-up expected in June. Small fruit remains limited. Suppliers are managing navels carefully to delay the Valencia transition, which is set to begin in early June.

APRIL 30, 2025

CROP UPDATES

Pacific Northwest storage onions will wrap up in the coming weeks, with good quality holding. Fresh crop production is ramping up in California, Mexico, and Texas, with New Mexico and Central California to follow in late May. Fresh onions differ from storage types, offering stronger flavor, higher water content, and shorter shelf life, but remain a solid option through summer. [Read more](#)

WEATHER

California: High pressure continues to bring near or above-average temps, with lows in the upper 30s to low 50s and highs from the low 60s near the coast to mid 80s inland. A low-pressure system arrives Friday night, bringing weekend showers with most fields seeing under ¼ inch of rain.

Mexico: Warm weather continues through the weekend with isolated showers, mostly under 0.10", though some storms may bring more. Highs range from mid 80s to mid 90s, except near Mexico City, where they'll be in the upper 70s to mid 80s. Lows will stay in the low 50s to low 60s.

Florida: Warm, mostly dry weather is expected through Friday. A cold front over the weekend may bring showers and thunderstorms. Highs will range from the low 80s to low 90s, with lows in the low 60s to low 70s. Winds will gust up to 25 mph, especially in southeast Florida and the Tampa Bay area, through May 2nd.

Arizona: Temperatures will stay near seasonal norms through Saturday, with highs in the upper 80s to mid 90s and lows in the mid 50s to low 60s. A cold front will arrive Saturday night, dropping Sunday's highs to the mid 60s to mid 70s. Winds will strengthen Saturday afternoon, gusting up to 25 mph, shifting to 30-40 mph on Sunday.

FREIGHT

Florida's improved weather boosts truck demand with more crops, while South Texas crossings are slow. Out West, truck supply stays stable despite typical summer increases.

PRO*FRESH
LOGISTICS

IN PEAK SEASON



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Commodity Updates



Apples

The apple market remains stable overall, with minor price drops in some varieties. Foodservice sizes of Red Delicious, Golden Delicious, Granny Smith, Gala, Fuji, and Pink Lady are readily available. However, Cosmic Crisp and Honeycrisp are exceptions: Cosmic Crisp has a larger crop but fewer small sizes due to bigger fruit, while Honeycrisp supplies are down over 35%, pushing prices beyond typical foodservice levels.

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



Asparagus

Asparagus supplies are improving, with increased volume from Peru steadily driving prices down from recent highs. In Mexico, Baja production is ramping up slowly as the Caborca season ends. U.S. supplies have begun in Washington, with Michigan expected to start by mid-May. Overall, the market trend is expected to continue downward into next week.

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



Avocados

Markets are stabilizing as more offshore product arrives on both coasts. Smaller sizes, particularly 48ct and below, are in a better position, while larger fruit remains constrained. Harvest will be limited this Thursday and Friday due to Mexican Labor Day, but California's season is in full swing.

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



Bell Peppers

Out West, Nogales still has availability, but volume is tapering off as Coachella production ramps up. Coachella fruit is of great quality, peaking on XL and Jumbo sizes. Florida's supply is inconsistent, with a mix of old and new crop available. Georgia production is expected to begin by mid-May.

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

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

Supply Partners



Commodity Updates



Berries (Blackberries)

ALERT

This item will remain tight until West Coast production begins in late May. Additionally, Georgia will start production in the next two weeks. Until then, we can expect a gap in supply from Central Mexico.

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

We will see some relief in availability over the next few weeks as Georgia production increases next week.

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



Berries (Raspberries)

ALERT

Similar to blackberries, this item will remain tight until West Coast production begins in late May or early June. Until then, a shortage from Central Mexico will persist.

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



Berries (Strawberries)

ALERT

Santa Maria is peaking amid strong demand this week, while Oxnard volumes are declining quickly. Salinas and Watsonville are ramping up just in time to meet increased Mother's Day demand. Advance ordering is recommended to ensure full order fulfillment. Stem berries are available, with larger fruit sizes coming from both Northern and Southern districts.

Commodity/Region	Supply	Price	Quality
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California (Year Round)	Steady	\$\$\$	Good
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Price Key: \$\$\$ -Low, \$\$ -Steady, \$ -High

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Driscoll's
Only the Finest Berries™



Commodity Updates



Broccoli

Broccoli quality and supplies are steady and strong this week, with more of the same expected for next week.

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



Brussel Sprouts



The sprout market remains very active, with industry supplies well below normal and strong demand. Open market prices continue to rise, and this trend is expected to continue for the next 2-3 weeks.

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 is going strong, with a positive outlook ahead. Lake Park, GA is shipping a variety of products, including chunks, cellos, jumbos, and babies, and is expected to continue through May, barring any weather disruptions. Please remember to submit 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 are improving across all areas, with good quality expected this week. Markets are anticipated to remain steady into next week.

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



Celery

There is ample availability to meet demand for this commodity, with large sizing being the most readily available. Very minimal seeder has been reported, and overall quality is above average across the industry. Strong production will continue from Oxnard/Santa Maria. Shippers will continue to add a delivery charge for loading in Salinas.

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

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

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Commodity Updates



Citrus (Grapefruit)

Ruby Reds are available, peaking at 40ct and larger sizes, and 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)

ALERT

Markets are firming up across the board as recent rain has helped fruit size up, tightening supplies of 140ct and smaller. Small fruit is expected to remain limited until District 2 (Ventura/Oxnard) increases volume in June. For now, District 1 (San Joaquin Valley) remains the primary growing region, with only light support from District 2.

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



Citrus (Limes)

The market is slightly higher due to lighter crossings through McAllen, TX, and stronger demand ahead of the Cinco de Mayo holiday. Fruit continues to peak on 200s and smaller sizes. Offshore fruit remains available, trailing FOB prices in Texas. The market is expected to ease after Cinco de Mayo.

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



Citrus (Oranges)

ALERT

Markets are trending upward as the navel season moves past its peak, with wrap-up expected in June. Small fruit will remain limited through the end of the season. Suppliers are closely monitoring remaining navel supplies to fulfill contracts while aiming to delay the Valencia transition to ensure adequate supply through fall. Valencia oranges are expected to begin in early June.

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



Cucumber

Supply is coming from multiple regions, including Baja, Nogales, Central Mexico, Florida, and now Georgia. There is a good overlap between old and new crop, and we expect a steady market with improved supply over the coming weeks.

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

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

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Commodity Updates



Eggplant

Volume and quality from Nogales are decreasing, with mostly choice-grade available. New crop Coachella is set for its first harvest this coming weekend. Florida supply remains very limited as we await the start of new fields in the Central Florida area.

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



Garlic

Garlic quality remains strong, with supplies expected to stay steady 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)

Grape prices are continuing to rise, particularly for quality green grapes. The market is split, with lower-quality fruit selling at a discount. Red grapes are also increasing in price, but at a slower pace than greens. There are wide variations 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 steady, and the market is expected to stay stable into next week.

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



Kale

Kale supplies and quality are strong this week, with this trend expected to continue into next week.

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

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

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Commodity Updates



Lettuce Iceberg

Ideal weather conditions in both the northern and southern growing regions have resulted in a surplus of this commodity. Expect steady supplies for the rest of the week. Quality remains strong, with weights ranging from 39 to 44 pounds. Multiple shippers are offering flexible deals for volume orders, so promotion is encouraged.

Commodity/Region	Supply	Price	Quality
Santa Maria, California (March-December)	Light	\$\$\$	Fair
Salinas, California (May - October)	Light	\$\$\$	Fair



Lettuce Leaf

Green leaf, red leaf, romaine, and romaine hearts will be in abundant supply this week, with strong quality and minimal issues such as fringe or tip burn. Shippers are offering deals across the board, making it an ideal time to promote lettuce. Consistently good weights and favorable weather conditions are driving the current surplus.

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



Lettuce Tender Leaf

Arugula, spinach, spring mix, and baby kale are all in good supply and quality this week, with this trend expected 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



Melon (Cantaloupe)

The cantaloupe market is strong, driven by recent retail ads. Guatemalan melons are affected by universal tariffs, and price strategies are being reassessed. Mexican cantaloupes are peaking on larger sizes with good to excellent brix levels. The domestic melon season is on track to begin in the last week of May, if not sooner.

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

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

Supply Partners



Commodity Updates



Melon (Honeydew)

The Honeydew market is steady due to recent retail ads. Honeydews from Guatemala are impacted by the universal tariffs and price strategies are being reviewed. Mexican honeydews are also peaking on large sizes. The introduction of new fields from Mexico has helped the market. The Domestic Melon season is on pace to start last week of May if not sooner.

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



Melon (Watermelon)

Mexican watermelons are increasing in supply just in time for the Mother's Day pull, with ample supply and good quality helping to push the market on the West Coast. Florida domestic watermelons have just started, offering good quality, though demand remains light.

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



Mushroom

Excellent supplies and availability on both brown and whites.

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



Onions

Storage onion production is wrapping up this week in Idaho and Oregon. The Texas onion crop will finish in a few weeks, with Mexican crossings continuing through July. Brawley, CA is ramping up, with all three onion colors available, and Georgia onions have started this week. Jumbo white onions remain limited, with imports coming from other regions and Mexico.

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

Domestic pear supplies remain limited and are expected to stay tight until mid-July, when California's new Bartlett crop becomes available. Washington's pear production is down 25-50%, depending on the variety and region. Bosc pears are nearly finished, leaving Anjou as the dominant variety. Imported Bartlett pears are now arriving on both coasts, offering an alternative for businesses that don't require domestic product. The influx of imports has helped stabilize or even lower Anjou prices.

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

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

Supply Partners



Commodity Updates



Pineapples

Pineapple supply will remain tight until new fields are harvested. Flexibility in sizes will be necessary to balance supply and demand. Costa Rican pineapples remain the primary source, with contracted business taking priority. Vessel delays are affecting loading schedules, and suppliers are working quickly to offload product. Mexican pineapples are available with good to excellent quality.

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



Potatoes

The market is steady with stable pricing, and distributors are preferring DLVD over FOB. Deals are available as supplies transition from storage crops to the new crop, with planting underway in most regions, including Eastern Idaho. Color potatoes are available from Florida, Idaho, and North Dakota, while demand for yellow potatoes is increasing. Sweet potatoes are available from North Carolina, Arkansas, and California.

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



Squash

There is good supply across the board, with Nogales still producing ample zucchini and yellow squash. California production is set to start next week. Florida's spring crops are also in good supply, and Georgia is now producing as well. Promotable volumes are available.

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



Stone Fruit

Domestic stone fruit is 10-14 days out, starting with cherries and apricots, followed by peaches and nectarines, with plums arriving in early June. Imported peaches and nectarines are finished, and plums are nearly done. The kiwi market is steady, with domestic supply now supplemented by imports from Italy, Greece, and newly arriving Chilean fruit.

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



Tomatoes

Markets are fairly steady with good availability in most areas. Sinaloa production is winding down as Baja and Central Mexico ramp up. Florida production remains steady, though romas are a bit light. Overall, production from the Ruskin/Palmetto area is steady, with promotable volume available.

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

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

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Weather Updates



CALIFORNIA

High pressure continues to dominate the region, leading to near or above-average temperatures. Morning lows will range from the upper 30s to mid 40s south of King City, and mid 40s to low 50s elsewhere. Daytime highs will be in the low to mid 60s near the coast, and low 70s to mid 80s further inland. A low-pressure system will move in Friday night, bringing a chance of showers through the weekend, with rain totals reaching up to ½ inch. However, most fields are expected to see less than ¼ inch of rain.



MEXICO

Warm temperatures with isolated shower activity are expected through the weekend. Any showers that occur will generally be less than 0.10" in most areas, though higher totals may occur within some thunderstorms. Max temperatures will range from the mid 80s to mid 90s across most of the region, except near and around Mexico City, where highs will be in the upper 70s to mid 80s. Lows will mostly be in the low 50s to low 60s through Sunday morning.



FLORIDA

Warm temperatures and mostly dry weather are expected through Friday. Over the weekend, a cold front will bring the possibility of showers and thunderstorms. Highs will range from the low 80s to low 90s, with lows in the low 60s to low 70s. Winds will gust between 20 to 25 mph at times through May 2nd, particularly over southeast Florida and the Tampa Bay area.



ARIZONA

Temperatures will remain near seasonal normals through Saturday, with highs in the upper 80s to mid 90s and lows in the mid 50s to low 60s. A cold front will move in from the northwest Saturday night, dropping Sunday afternoon highs to the mid 60s to mid 70s, about 20 degrees cooler than the previous day. Saturday afternoon will see winds strengthen from the south at gusts of 20-25 mph, shifting westerly and increasing overnight into Sunday. Gusts of 30-40 mph are expected throughout much of the day Sunday.

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

Freight Updates



All eyes on Florida as the weather improves and the array of crops, including flowers, kick in creating a spike in demand for trucks. South Texas crossings are still slow creating apprehension with truck drivers, but we have you covered there. Out West, typical summer market increases, but a fairly stable supply of trucks.



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

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

	04/14/25	04/21/25	04/28/25	Change from	
				week ago	year ago
U.S.	3.579	3.534	3.514	▼ -0.020	▼ -0.433
East Coast (PADD1)	3.660	3.614	3.585	▼ -0.029	▼ -0.440
New England (PADD1A)	3.962	3.933	3.908	▼ -0.025	▼ -0.401
Central Atlantic (PADD1B)	3.856	3.819	3.806	▼ -0.013	▼ -0.428
Lower Atlantic (PADD1C)	3.556	3.505	3.470	▼ -0.035	▼ -0.449
Midwest (PADD2)	3.510	3.475	3.456	▼ -0.019	▼ -0.426
Gulf Coast (PADD3)	3.267	3.195	3.183	▼ -0.012	▼ -0.474
Rocky Mountain (PADD4)	3.480	3.477	3.470	▼ -0.007	▼ -0.317
West Coast (PADD5)	4.281	4.250	4.224	▼ -0.026	▼ -0.401
West Coast less California	3.833	3.813	3.777	▼ -0.036	▼ -0.333
California	4.797	4.755	4.740	▼ -0.015	▼ -0.476

*prices include all taxes

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

Crop Updates



The remaining Pacific Northwest storage onion supplies will wrap up in the next few weeks. These late season storage supplies continue to show good quality as the season winds down.

Fresh crop production from Mexico and Texas continues with light production as the California Desert regions begin to ramp up production this week. Full production of all colors is currently available. Good quality and sizing are being reported in these new crop supplies. New Mexico and Central California are slated to begin in late May to early June with supplies through the summer months.

Consumers will see a noticeable difference between the two as we transition from storage crop to fresh crop onions. Storage crop onions available from August to April can be stored for up to 9 months, allowing the skin to be cured. These onions will have a longer shelf life and milder flavor and have well cured, thick paper-like layers.

New crop onions are often hand clipped and allowed to be cured in the field for a short period of time, usually a few days. Fresh-run onions will exhibit feathery, flakier skin and lighter color than the storage onions that have had a chance to cure. Fresh crop onions will have a stronger more pungent flavor and a higher water content that can contribute to bruising and mechanical damage during harvest. These onions will have a shorter shelf life and size and availability can vary as growers harvest what is ready and are generally packed and shipped within 72 hours of leaving the field. Airflow is important to help dry out the outer layers. It is important to remember that while fresh run onions may look a little rough, they are a good solid onion during the spring and summer months.



Storage Onions



Fresh Crop Onions

TIM LYNCH

QUALITY ASSURANCE MANAGER