

the Fresh Press ALERT

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

NOVEMBER 16TH & 23RD 2018

ASPARAGUS ALERT

Mexico volume is down due to cold weather. Higher holiday demand has put this item in short supply.

AVOCADOES ALERT

Mexico has resumed harvest after a 17-day strike. The pipeline is empty, along with upcoming holidays there will be some delays in getting product to the ripening centers. Expect shortages and for distributors to be completely out of fruit through the next week. It will be at least 3 weeks before the supply chain is replenished.

BELL PEPPERS ALERT

Green bell supplies are very limited this week on all sizes as the GA season continues to wind down with poor quality. FL is just getting started with very little volume, expect steady volume by the end of the month. Supplies out west are very limited, and demand remains very strong until Mexico comes on board.

BROCCOLI & CAULIFLOWER ALERT

Demand exceeds supply on both items as colder weather has halted growth thus resulting in lower yields coming out of the fields.

LETTUCE ALERT

Demand exceeds supply as yields are dropping on what is left of the Salinas Season before the new season starts in AZ.

MUSHROOMS ALERT

Supplies expected to be short through the rest of the year due to strong retail demand.

STRAWBERRIES ALERT

Markets are very strong due to limited supply coming out of CA. Expect markets to be active for the next 2-3 weeks.

TOMATOES ALERT

The tomato category is extremely active with demand exceeding supply. Northern CA is finished & available volume out of Mexico is limited due to recent freezing temperatures. Volume out of FL will remain critical until the central growing region (Palmetto/Ruskin) fully starts production. Markets will remain escalated and quality will be inconsistent through the beginning of December.

