

# the Fresh Press ALERT

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

**AUGUST 17<sup>TH</sup>, 2018**

## **AVOCADO ALERT**

The Flor loca period has begun in Mexico with fair to good quality in addition to rains in the growing regions of Mexico. CA quality is fair to good if available. Warm temps in the growing region have affected product quality.

## **CILANTRO ALERT**

The market is active due to lighter supplies.

## **ICEBERG ALERT**

Quality is good with some mildew, underweight heads, misshape, puffiness, and jumbo sizing. The market is extremely active for the next 2–3 weeks with light supply.

## **LEMONS ALERT**

A critically low supply remains our biggest concern. Import fruit is arriving to help ease the burden; quality looks good.

