

# Frog Holler Produce

MARKET NEWS 4/30/20

**MARKETS TO WATCH:** **Apples:** Markets are reacting to current retail/export demand coupled with increasing, week-to-week, foodservice demand. **Bell Peppers:** Increases demand, transitioning to new growing region, some gapping anticipated. **Strawberries:** Premium weather should provide an abundance of good quality berries on into next week. **Brussels Sprouts:** Light supplies all week. Expect a strong market.



**Apples:** Markets are reacting to current retail/export demand coupled with increasing, week-to-week, food service demand.



**Asparagus:** This market will continue to be strong all week. Supplies are light out of Mexico and Peru.



**Avocados:** Demand is good, and markets are steady. Mexico peaking on 60's and plenty of opportunity there. California peaking on 48's and plenty of opportunity buys available.



**Brussel Sprouts:** Light supplies all week. Expect a strong market.



**Bell Peppers:** Increased demand, transitioning to new growing region, some gapping anticipated.



**Blackberries:** Quality and market are steady.



**Blueberries:** Quality and market are steady, there are some good opportunities for organic.



**Strawberries:** Premium weather should provide an abundance of good quality berries on into next week.



**Broccoli:** Steady supplies all week.



**Carrots:** Very limited availability on the snack pack varieties at all shippers.



**Cauliflower:** Steady availability in northern and southern California.



**Celery:** Lighter supplies daily. This market will be active all week.



**Cherries:** Beginning to see California supplies increase as warm weather pushes harvest forward approx. 10 days in some areas.



**Lemons:** Steady supplies on all sizes with good quality.



**Limes:** Good supplies this week, quality looks great.



**Oranges:** Small sizes 113/138's are very limited with active and firm markets. Opportunity buys on large sized fruit. Valencia's are also available but limited.



**Green Grapes:** We recommend switching to Mexican harvest as soon as possible. Storage crop is showing some quality issues.



**Iceberg Lettuce:** Definite gaps in the market. This will continue for the week.



**Melons:** Demand remains strong and markets are active. Availability on offshore fruit is very limited. Mexican fruit loading in Nogales best option. Transition into domestic is predicted for some time next week.



**Tomatoes:** Vine ripe tomatoes from Mexico are in a critical state while programs transition. Romas have begun to improve this week already but it may not be until this next week before they round market begins to subside.