



FRESH PICKS



DON'T FORGET



Now is the perfect time to place your St. Patrick's Day floral orders! From vibrant green arrangements and festive mixed bouquets to themed centerpieces that add a pop of Irish charm, we have great options to brighten any space. Secure your order early to ensure the best selection and fresh, eye-catching displays for the holiday.

As we approach the spring transition, the market is shaping up to be especially challenging this year. Weather issues in Florida have reduced yields and tightened supplies, putting increased pressure on Mexican growing regions to help fill the gaps. At the same time, ongoing violence in parts of Mexico has disrupted harvesting schedules and transportation routes, further complicating supply chains. **Tomatoes** in particular are feeling the strain, with availability impacted from multiple angles.

Other items, including beans and corn, are also experiencing supply pressure. With production challenges in multiple regions and logistical hurdles layered on top, we expect pricing to remain volatile in the near term. We will continue to monitor conditions closely and keep you updated as we navigate this rough spring transition together.



Fruit Update

Apples: Apple season continues and so does the shortage of small sizes. Foodservice sizes for **Galas** and **Granny Smiths** are tight, and prices for those varieties are holding firm.

Honeycrisp is also limited. Conditions for all other varieties are expected to remain steady for this week, although all varieties continue to skew in larger sizes. Quality is good.

Avocados: Conditions for **avocados** are steady again this week. Supply out of Mexico is seeing softer price points due to high volume. Market conditions should remain steady into next week, and prices are holding firm. Quality is good.

Berries: Blackberry conditions are firming up. Cold weather in Central Mexico has affected harvest, leading to lower supplies, and transportation issues are causing a delay in receiving product. However, demand is low. Prices may firm up. Quality is good.

Blueberries conditions remain firm for the week, and prices continue to trend higher. Weather in Florida, Georgia, and Texas has affected production and supply for the East Coast. Mexico's supply is attempting to fill demand for both the East and West Coasts, but cold weather is affecting harvest, leading to lower supplies. Expect low supply and firm conditions again this week. Quality is good.

Raspberry production has also been affected by cold weather. Crop is currently coming from Central Mexico. Prices are holding steady, though, as demand remains lower than supply. Expect steady market conditions for the week. Quality is good.

Strawberries conditions are shifting yet again. Crop has been impacted by rain in California, but production is picking back up. Conditions should be steady with consistent pricing. Some quality issues are being reported, though, due to weather.

Citrus: The San Joaquin Valley continues being the primary growing region for **lemons**. The Southern California and Arizona growing regions are ending their seasons. Oxnard is expected to begin production in March. For now, conditions are steady with firm pricing and average quality.

Limes are currently coming from Mexico and are skewing on the smaller side. Some quality issues are being reported due to weather. Prices are expected to remain firm for the month as crop is transitioning. Relief is expected in April. Until then, expect firm prices and scattered sizes, mostly on the smaller side.

Navel oranges remain the main variety available. Crop continues skewing larger in size, making smaller sizes exceedingly limited. Quality is average at best, and firm market conditions are expected for this week.

Grapes: Supply for both imported **red** and **green grapes** is holding steady. Prices are firm, and quality is good. Steady conditions are expected for the month.

Pears: The Washington state pear season continues. **Anjous, boscs,** and **reds** are all in good supply. Quality is also good. Expect steady conditions along with firm pricing. Imported **bartletts** are picking up as domestic season is winding down.

Melons: Cantaloupe and **honeydew** are continuing to experience firm conditions.

Tomatoes: Tomato production in Florida has been impacted by cold weather, putting pressure on Mexican harvest. Conditions for **rounds, grapes,** and **romas** are firm again this week. Quality is good, and prices are expected to remain elevated. Relief is not expected until mid to late April. Until then, expect firm market conditions.





Vegetable Update

Asparagus: Asparagus supply is down amid high demand. While conditions are improving, quality is still average at best, and crop is peaking in smaller sizes. Larger sizes remain scarce. Prices are holding firm. Expect average quality and firm price points again for the week.

Bell Peppers: Conditions for bell peppers are still firm. Cold weather in Florida has significantly affected supply, and Mexican crop is attempting to fulfill demand on both the East and West Coasts.

Green bell peppers, in particular, are in short supply. Expect increased pricing, as supply is down. Conditions are expected to be firm for several weeks.

Broccoli & Cauliflower: Conditions for broccoli are firm as we continue to experience the impact of storms that affected planting in November and December. Volume is down but holding steady, and prices will also remain steady but firm. Quality issues are being reported.

Cauliflower volume is also experiencing the impact of November and December storms, as planting gaps are causing a decrease in supply. Prices are also firming up, and quality issues are being reported.

Brussel Sprouts: Brussel sprout supplies are seeing some slight improvement. Production was impacted by insect damage and weather. Crop is also still peaking in smaller sizes. Prices are steady, and quality issues are being reported.

Carrots: The California carrot market continues to be rattled by cold weather and rain. Harvest has been severely affected, and supplies are expected to remain tight well into March. Current volume is coming from Mexico. Prices are firm. Relief is not expected for a couple of weeks.

Celery: Celery conditions are firm again this week, and relief is not expected for several weeks. Crop is skewing toward smaller sizes, and supply is currently coming from the Southern California and Yuma regions.

Cucumbers: Cucumber supply has started to pick up but is still low. Market conditions are fairly steady. Crop is currently coming from Mexico. Quality is good.

Lettuces: Iceberg supply expected to tighten this week due to warm weather. Quality is a struggle and will most likely be worse this week. Expect firm prices and an active market throughout the week and into next.

Conditions for romaine, and green and red leaf lettuces are also steady. Production out of Yuma has increased, helping ease a tight market. Quality issues are still being reported due to weather and insect pressure. Expect firm prices and average quality.

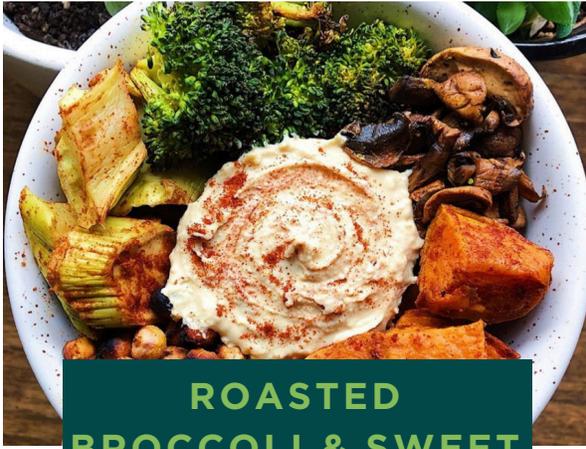
Tender leaf lettuce supplies and quality have improved over the last week. Crop is currently coming from Oxnard, Yuma, and Mexico. Prices are firm, and quality issues are still being reported. Expect firm but steady conditions for the week.

Onions & Potatoes: Onions continue coming from the Washington and Idaho regions. White onions are experiencing better conditions than the last several weeks. Prices are steady and supply is up.

Green onions supplies are tight again this week but are continuing to improve. Prices are firm, and quality is average.

Potatoes are currently coming from Washington and Idaho. Conditions remain steady. Prices are firm, and quality is excellent.





ROASTED BROCCOLI & SWEET POTATO BOWL

Quick Directions: Roast broccoli and two cubed sweet potatoes at 400°F for 20-25 minutes. Build bowls with warm quinoa, roasted veggies, and drizzle with lemon tahini or balsamic drizzle. Add chickpeas or grilled chicken for extra protein.

DID YOU KNOW?

Sweet potatoes are rich in beta-carotene, which converts to Vitamin A and supports immune health and eye health, especially important during cold and flu season.

PRODUCE TRIVIA

Which vegetable was once believed to be poisonous in Europe?



Answer revealed next week!

Answer to last week's riddle: Garlic was once used as currency in ancient Egypt.

STORAGE TIP OF THE WEEK

Store sweet potatoes in a cool, dry, well-ventilated area but not in the refrigerator. Cold temps can alter texture and flavor. Properly stored, they can last 2-3 weeks.

For updated prices and availability, contact us at

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or

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