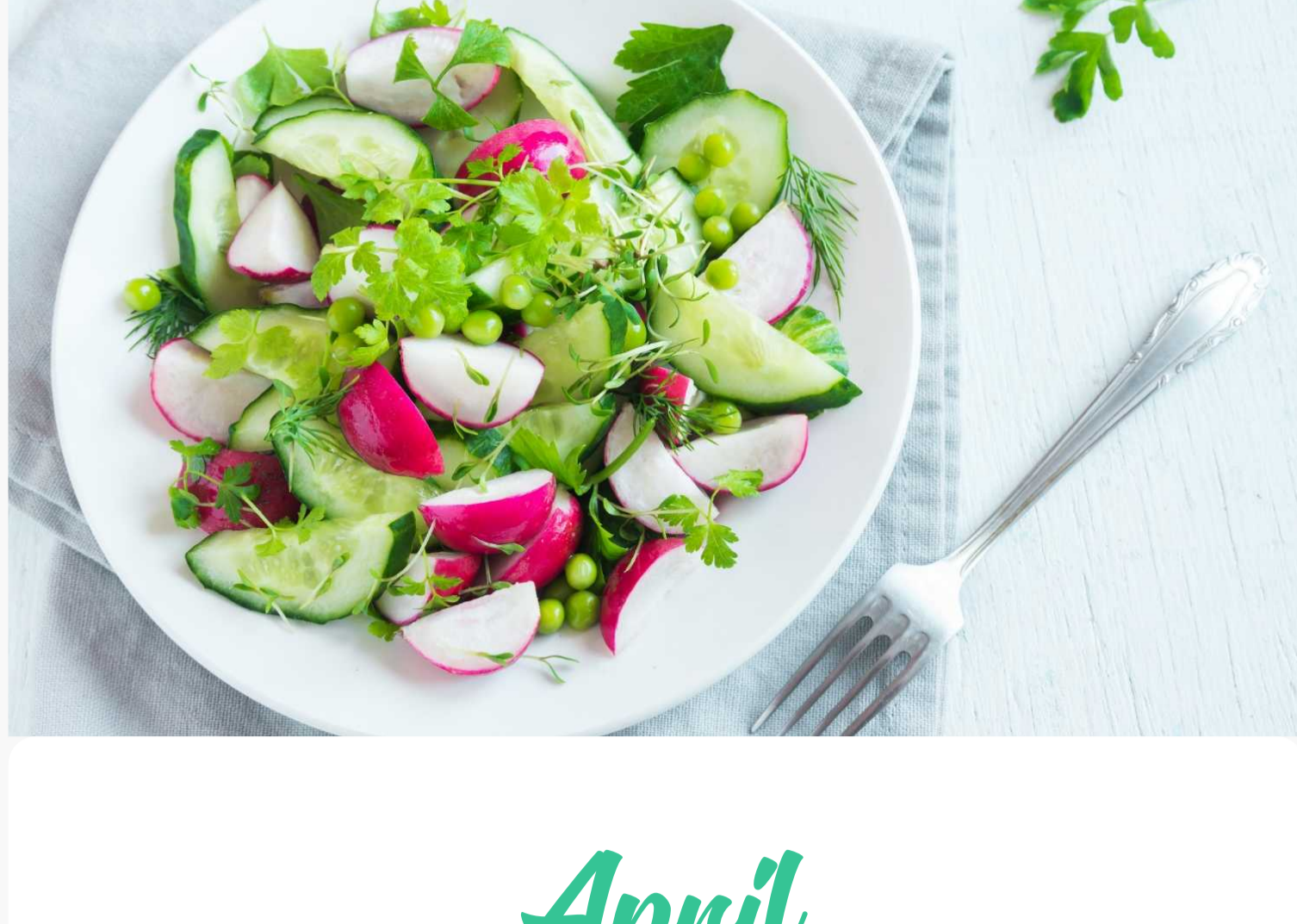




VALLEY VIEW
PRODUCE



April MARKET UPDATES

As weather changes and delayed harvests affect produce **stocks, quality, and prices**, it's worth keeping up with all important updates from the fresh produce industry.



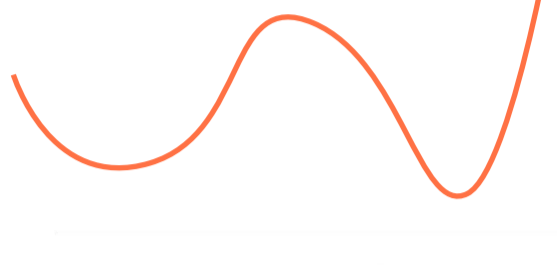
BLUEBERRIES

PRICE DECREASE



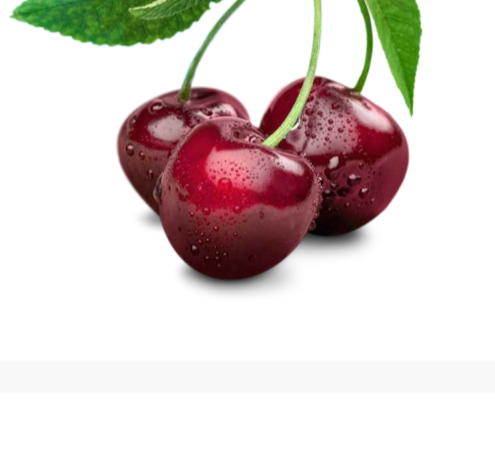
HONEYDEWS

PRICE INCREASE



CHERRIES

PRICE DECREASE



PINEAPPLES

PRICE INCREASE



MANGOES

PRICE DECREASE



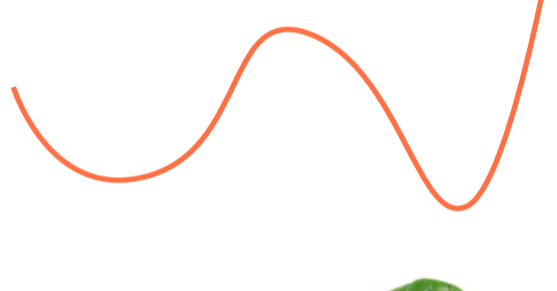
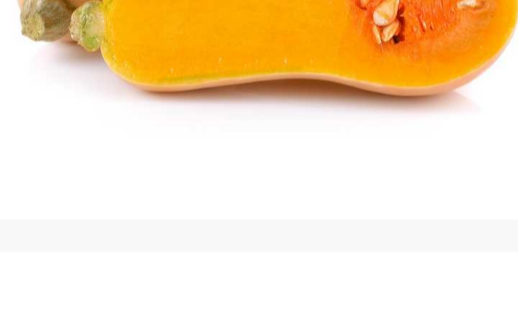
**ROMAINE
LETTUCE**

PRICE DECREASE



SQUASH

PRICE DECREASE



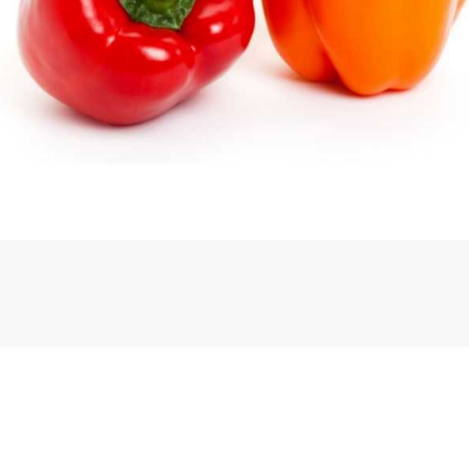
SPINACH

PRICE INCREASE



BELL PEPPERS

PRICE INCREASE



**PLUM
TOMATOES**

PRICE DECREASE



Special ALERTS



APPLES

Good availability on all varieties, quality is very good.



CELERY

Florida harvest is excellent, and stocks are rising in Oxnard and Santa Maria.



CUCUMBERS

Prices remain high as Florida harvests are deemed partially off-grade.



ICEBERG LETTUCE

Prices are expected to diminish once supply from the Salinas Valley rises.



LIMES

Supplies are tight and large sizes are scarce, so prices remain elevated.



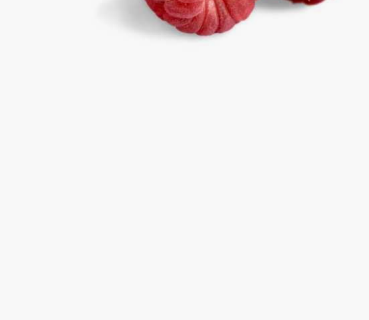
ORANGES

Prices are high as the California season for Navel oranges comes to an end.



PEARS

Supplies are high overall. Bartlett pears will become available in June.



RASPBERRIES

Quality is excellent, volume is moderate but steady.