



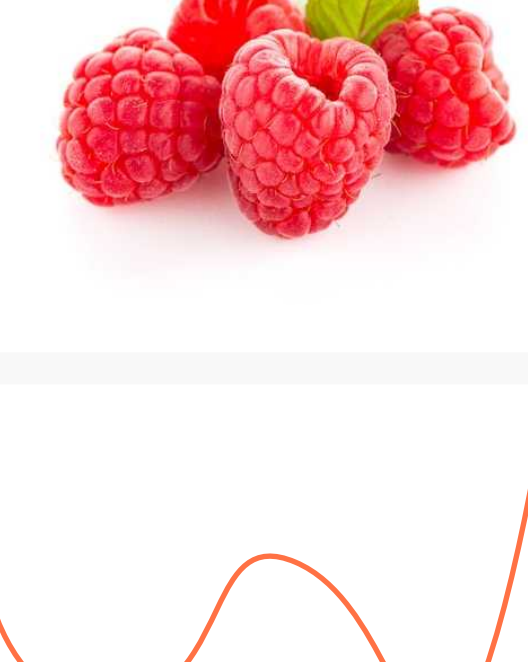
January MARKET UPDATES

Kicking off our produce news for the year, we see last month's trend of extreme weather and unexpected cold snaps continuing to put pressure on the produce markets. This is further aggravated by all the recent holidays, leading to shorter packing and harvesting days.

Unfortunately, this means that most produce prices will remain high or increase during the month of January. Here is a look at what exactly is happening across the fields this month.

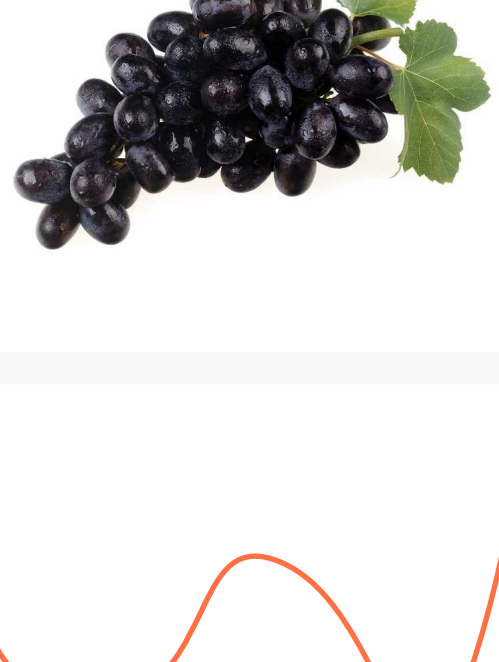
LEMONS

PRICE INCREASE



ORANGES

PRICE INCREASE



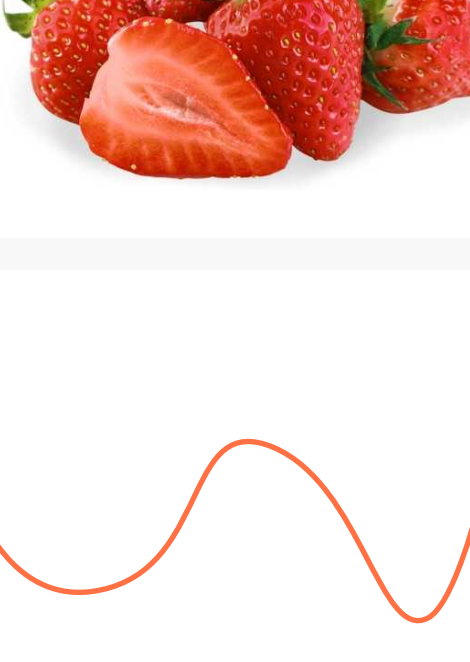
RASPBERRIES

PRICE INCREASE



GRAPES

PRICE INCREASE



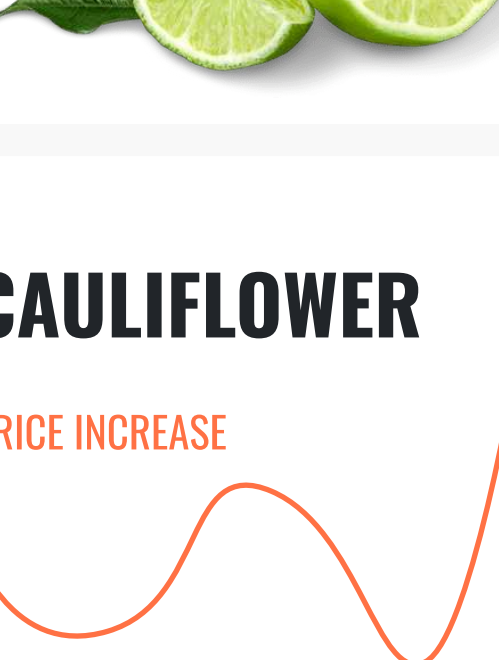
WATERMELON

PRICE INCREASE



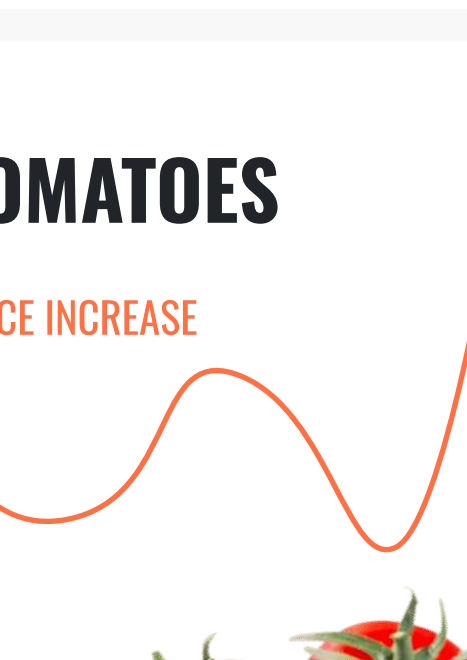
STRAWBERRIES

PRICE INCREASE



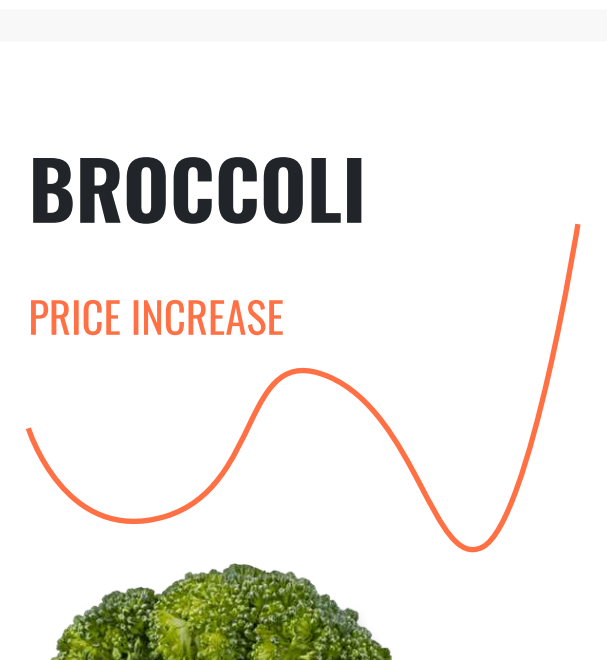
HONEYDEW

PRICE INCREASE



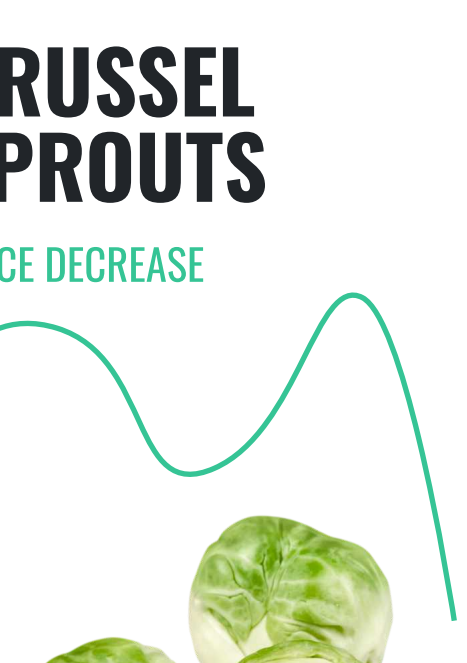
LIMES

PRICE INCREASE



CELERY

PRICE INCREASE



CAULIFLOWER

PRICE INCREASE



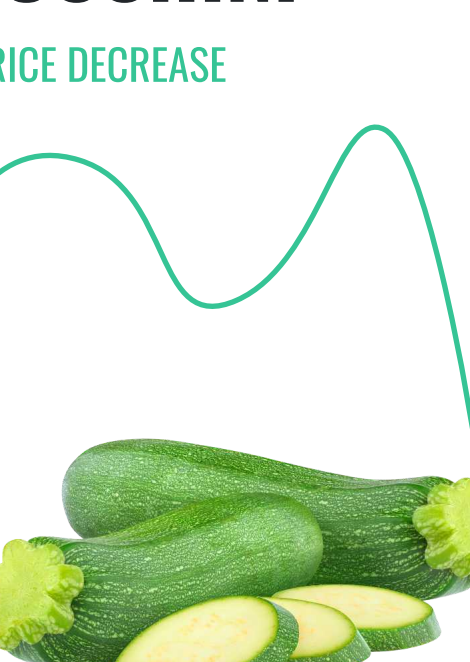
TOMATOES

PRICE INCREASE



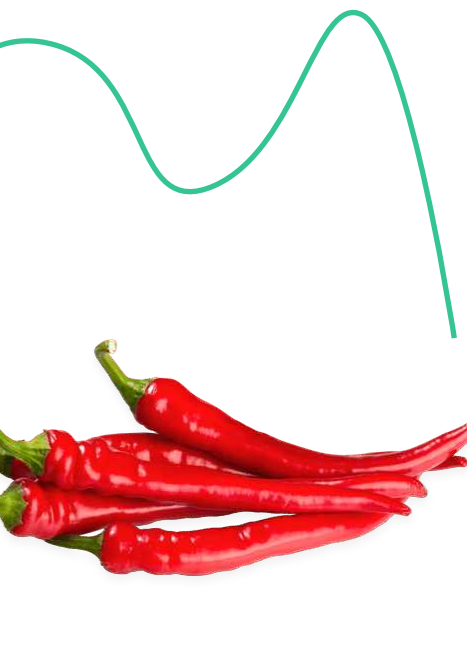
BROCCOLI

PRICE INCREASE



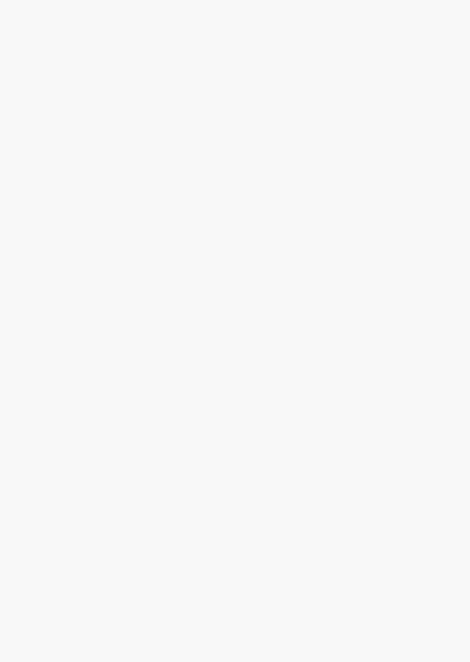
BRUSSEL SPROUTS

PRICE DECREASE



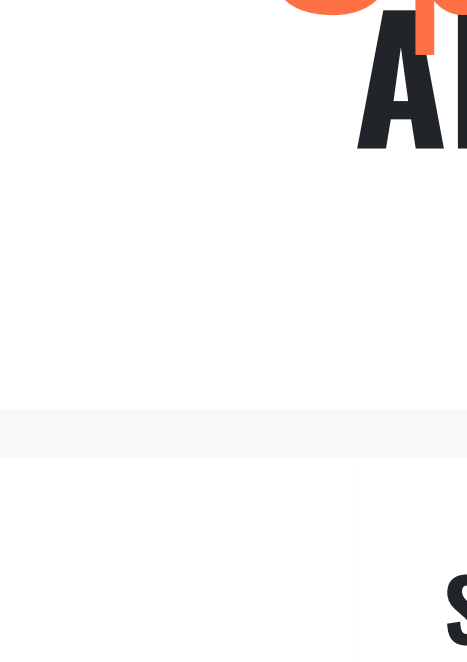
LETTUCE

PRICE DECREASE



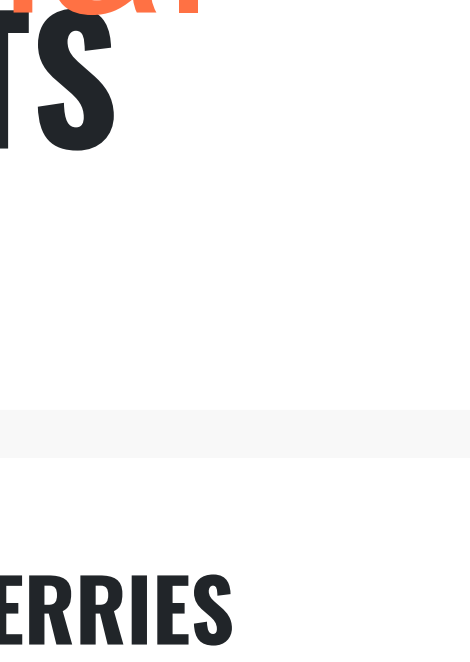
ONIONS

PRICE DECREASE



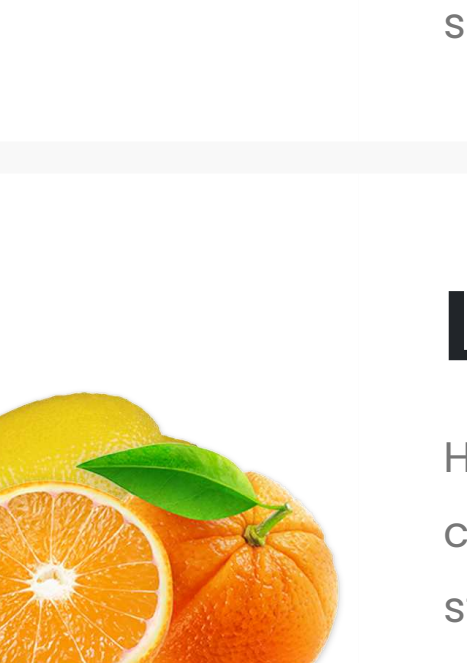
ZUCCHINI

PRICE DECREASE



CHILI PEPPERS

PRICE DECREASE



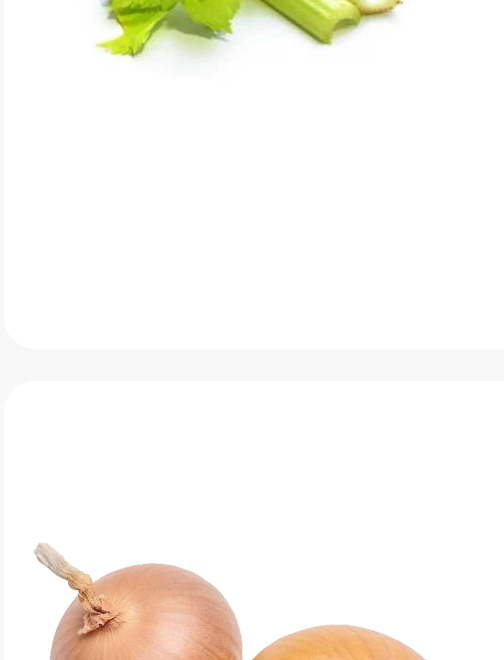
Special ALERTS

STRAWBERRIES



The California season will come to an end beginning of January due to heavy rain, and Florida crops are also set to be severely impacted by cold weather and heavy rains. Expect to see pricing increase as Mexico fills the shortage from California and Florida.

LEMONS & ORANGES



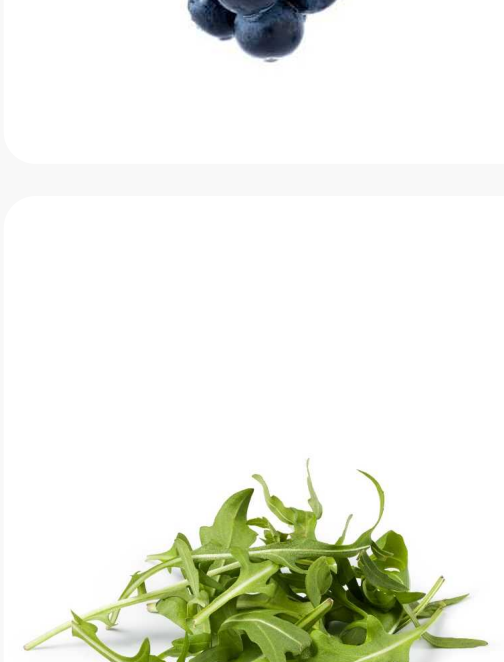
Heavy rains are set to limit harvesting capabilities for the next two weeks. As stocks tighten, expect prices to climb over the next 10 to 14 days, as orchards need at least two days without rain to harvest.

BRUSSELS SPROUTS



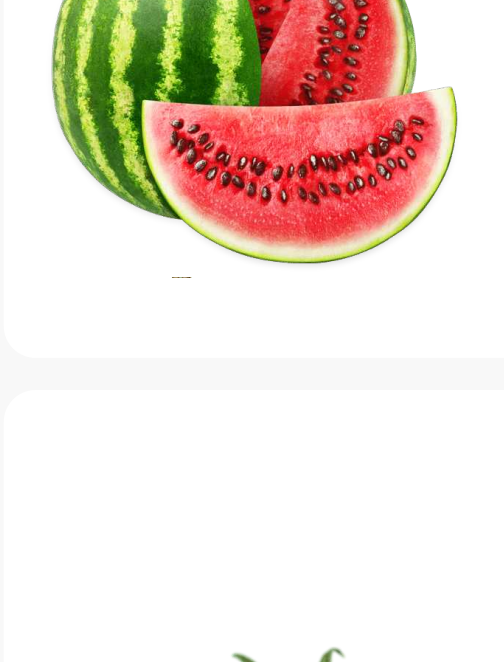
Expect weaker markets in the coming weeks as holiday demand has subsided and supplies continue to increase in Mexico. The current size profile is balanced, with small, medium, and jumbo sizes readily available.

CELERY



Disease pressure is dramatically reducing harvestable yields in the main growing regions of California. Despite multiple areas harvesting, expect continued elevated markets into January due to limited supplies in California and Florida.

ONIONS



Holiday demand has eased, leading to stable markets for the next few weeks, followed by a gradual increase mid-January, as suppliers assess remaining storage stocks.

CAULIFLOWER



High prices persist as cold weather is impeding growth and supplies are limited in the Arizona/California desert growing regions. Quality is fair throughout the industry, but small size and discoloration remain issues.

GRAPES

Delays in offshore arrivals and the closing of the Californian season will continue to elevate prices throughout January.

GREEN LEAVE CROPS

Prices are steady to slightly lower as stocks continue to increase and get closer to meeting demand. Quality is very good across all crops, and slight fringe burn is being trimmed at harvest.

WATERMELON

Expect prices to remain high and stocks limited until offshore yields increase.

TOMATOES

Prices are a bit higher due to a cold snap in Florida, but volume will rise this month as production has moved into fields replanted after the hurricanes. Production is also set to start in Naples this week and Mexican suppliers are now harvesting. Quality is also set to greatly improve in new crop fruit.