



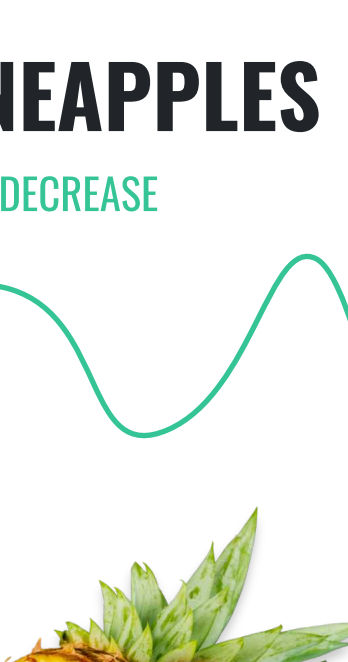
February MARKET UPDATES

As we move into the second month of the year, produce markets continue to experience pressure, resulting in rapidly fluctuating prices. For example, cauliflower prices have surged by 61.8%, while nectarine prices have dropped by 28%. There's a lot of movement to keep track of!

However, don't worry! We're here to make it easy for you. We've put together a quick update on this month's produce market so that you can make informed purchases with confidence.

PEARS

PRICE INCREASE



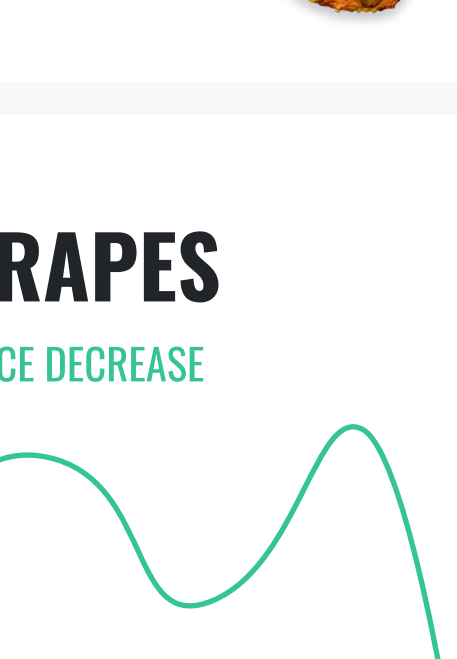
NECTARINES

PRICE DECREASE



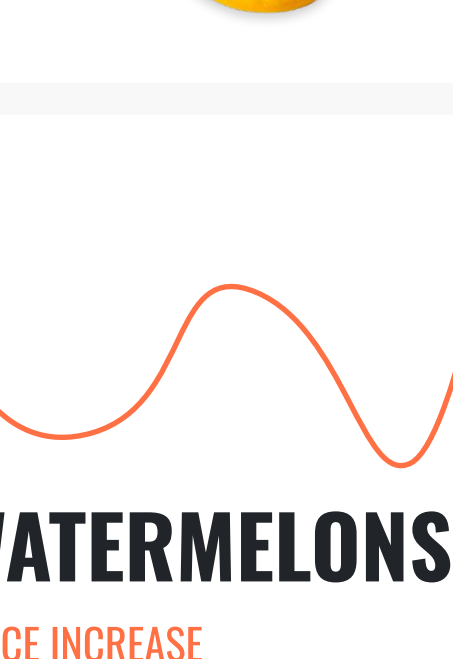
PEACHES

PRICE DECREASE



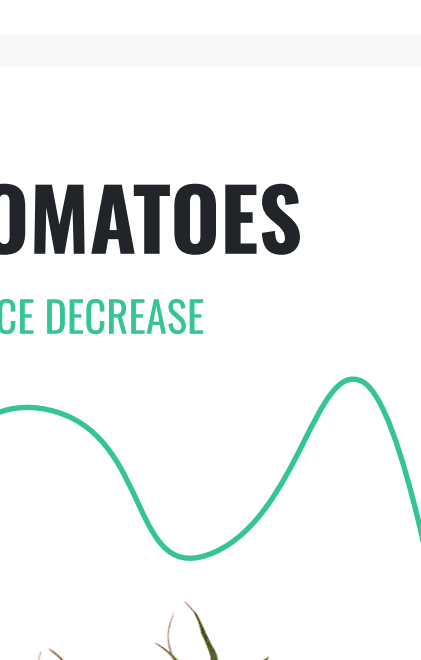
CHERRIES

PRICE INCREASE



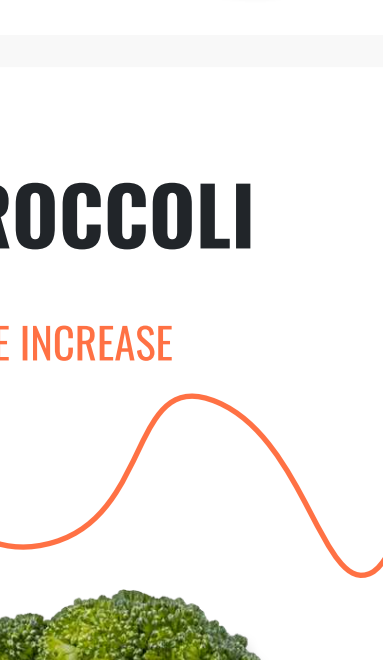
PINEAPPLES

PRICE DECREASE



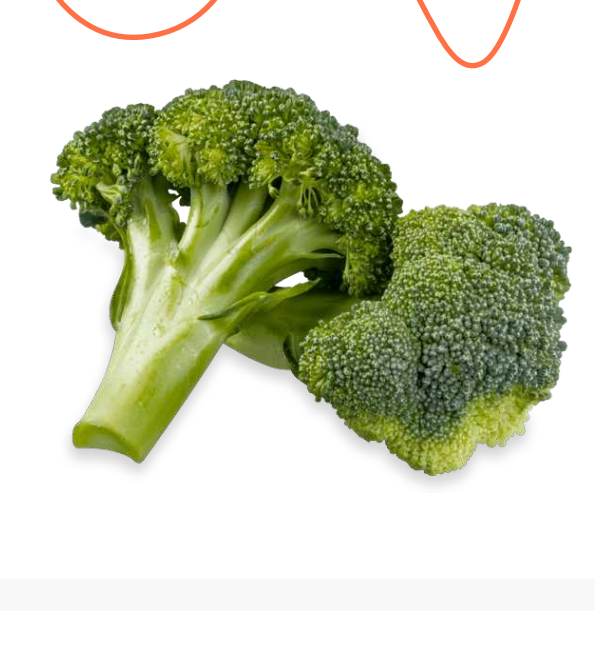
MANGOES

PRICE INCREASE



GRAPES

PRICE DECREASE



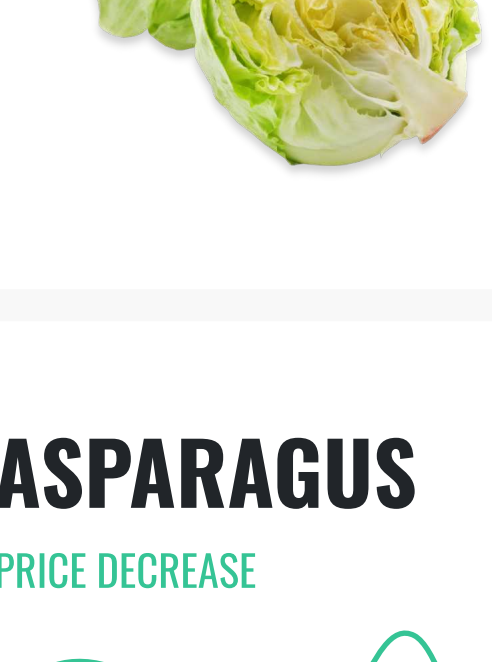
WATERMELONS

PRICE INCREASE



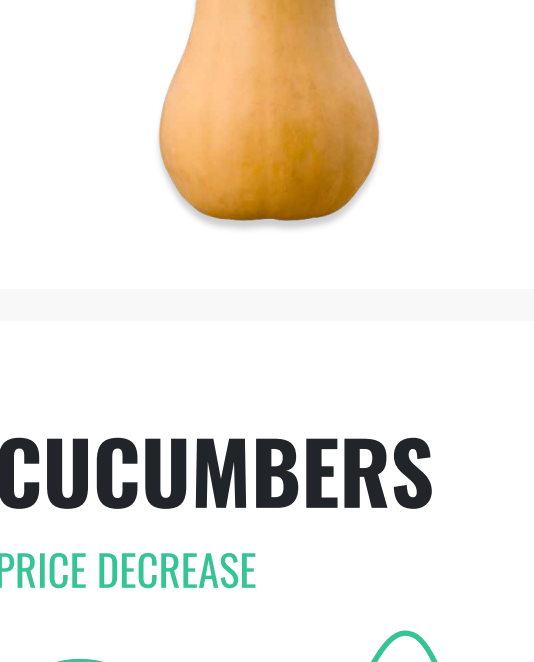
TOMATOES

PRICE DECREASE



BROCCOLI

PRICE INCREASE



CAULIFLOWER

PRICE INCREASE



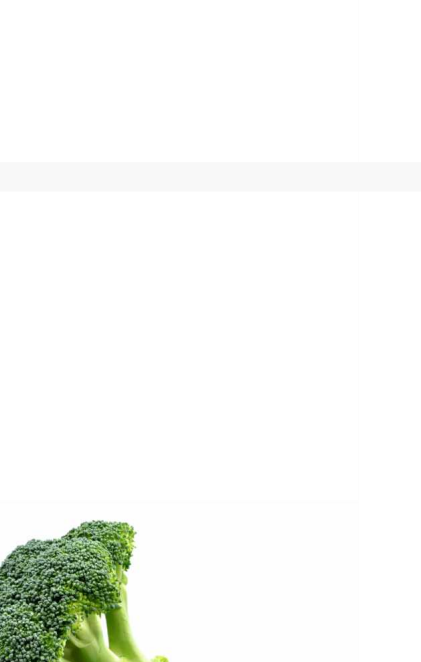
CELERY

PRICE DECREASE



ICEBERG LETTUCE

PRICE INCREASE



SQUASH

PRICE DECREASE



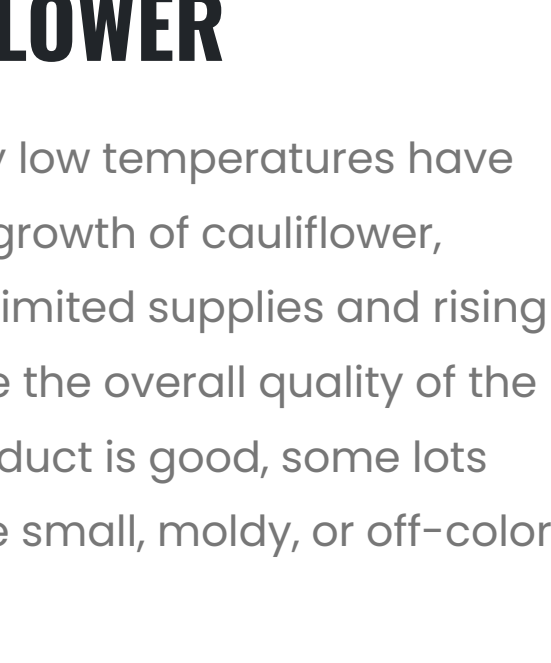
ASPARAGUS

PRICE DECREASE



CUCUMBERS

PRICE DECREASE

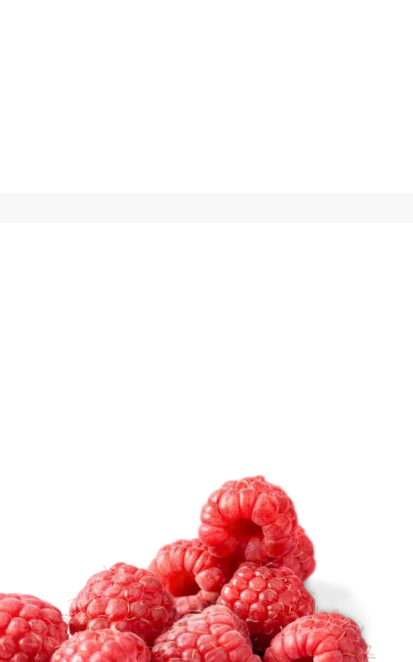


Special ALERTS



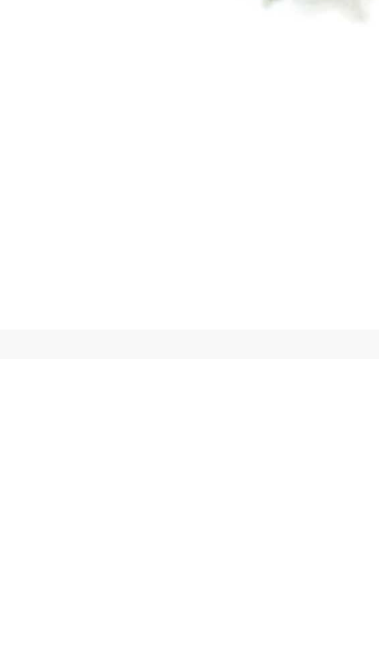
BANANAS

Due to cooler weather in the growing regions, there is a slight shortage of bananas, although the quality remains good, and the markets are steady.



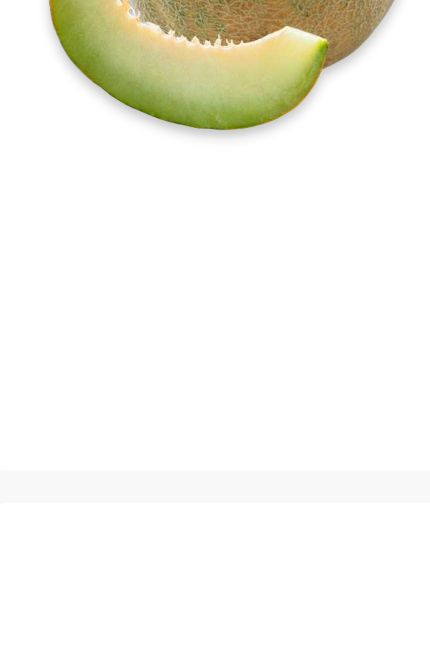
BROCCOLI

The recent cold weather has slowed broccoli growth, resulting in tight domestic markets and higher prices. The price difference between domestic and Mexican broccoli is increasing, but the overall quality of broccoli is good, with minimal instances of yellowing, mold, and decay.



CAULIFLOWER

Consistently low temperatures have slowed the growth of cauliflower, resulting in limited supplies and rising prices. While the overall quality of the finished product is good, some lots may include small, moldy, or off-color cauliflower.



RASPBERRIES

The volume of raspberries is expected to be limited for the next few weeks due to cooler weather and recent rainfall. However, volume is expected to increase in Central Mexico by late February.



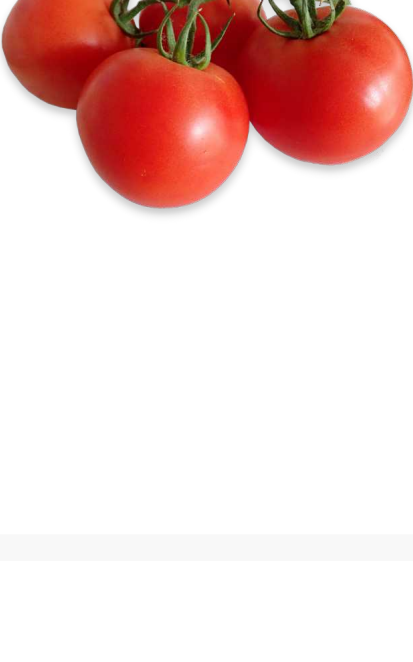
CELERY

After a sharp decline at the beginning of the year, celery prices are expected to stabilize as the supply of celery from Yuma, Arizona, and Oxnard, California increases. Florida celery production is still ongoing, although growth has been impacted by inclement weather.



HONEYDEW

There is currently an extremely limited stock of Mexican and offshore honeydew, but Florida has better availability. Although the honeydew market is elevated due to the tight supply, prices are expected to come down when Mexico's production increases in March. The quality of honeydew is currently fair.



CUCUMBERS

Mexican cucumber supplies are currently sufficient, but prices for medium and large cucumbers have slightly increased. Cucumber volume in Honduras is expected to peak over the next four to six weeks, while Florida production is set to begin by early to mid-March.



ASPARAGUS

The Mexican asparagus market is weak, but harvesting is on the rise in Baja and Caborca. Peruvian asparagus stock is tight, but the quality is very good. Asparagus stalks are straight, and the tips are tight.



TOMATOES

While tomato demand is weak, the quality of the produce remains high, and prices are stable. Consistent production levels are expected to continue in Florida until mid-March. After that, spring crops will be harvested, leading to a significant increase in tomato supply.

POTATOES

Northwest Norkotah potatoes will continue to be available until late April, after which Burbank potatoes will be the only variety in the market for the remainder of the season. While the Norkotah supplies are still available, potato prices are expected to remain stable. However, prices may increase once Norkotah supplies begin to wind down.