



VALLEY VIEW PRODUCE



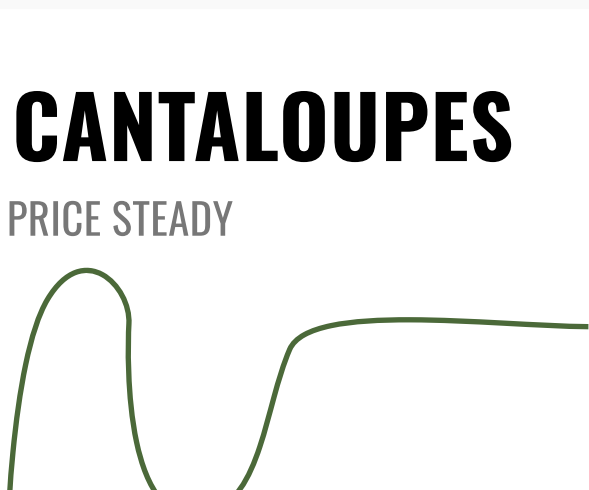
April MARKET UPDATES

Heavy rain affects harvests for some essential items, leading to limited supplies. Growing region transitions are also contributing to temporary supply shortages.

Dive into the latest market news to see how it will influence your menus this month.

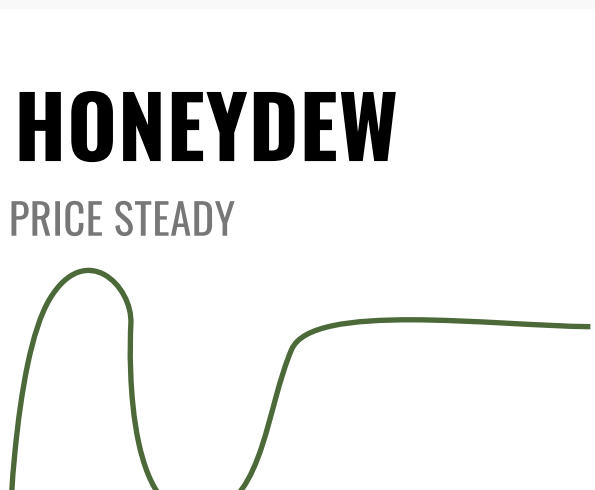
APPLES

PRICE STEADY



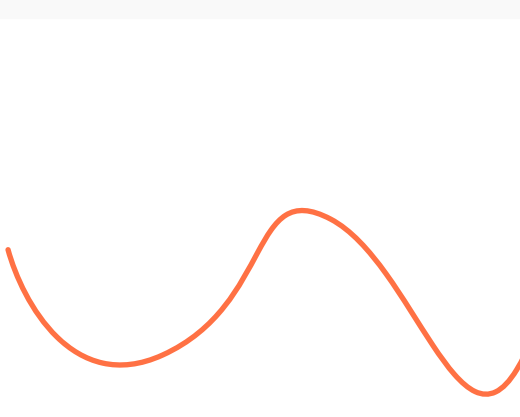
AVOCADOS

PRICE DECREASE



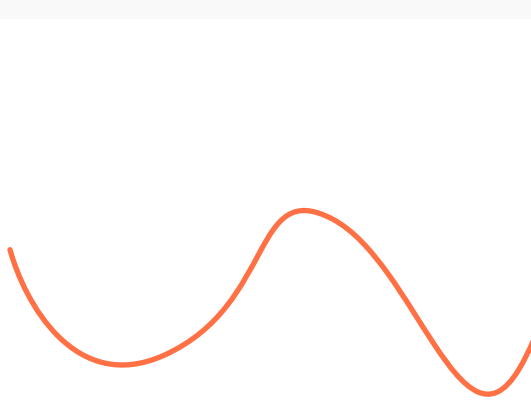
BLACKBERRIES

PRICE INCREASE



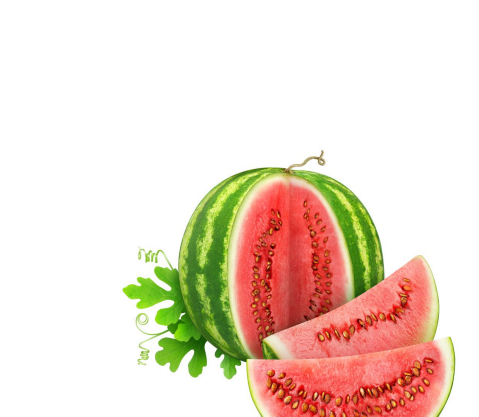
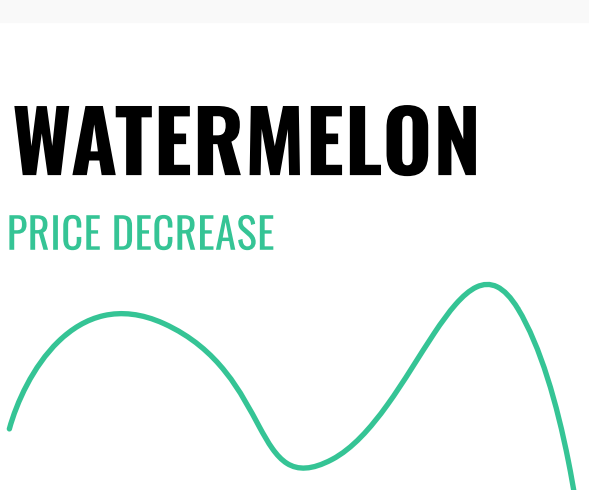
BLUEBERRIES

PRICE STEADY



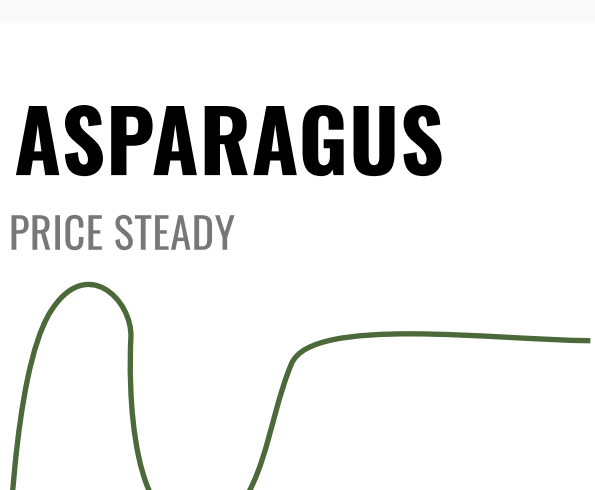
CANTALOUPE

PRICE STEADY



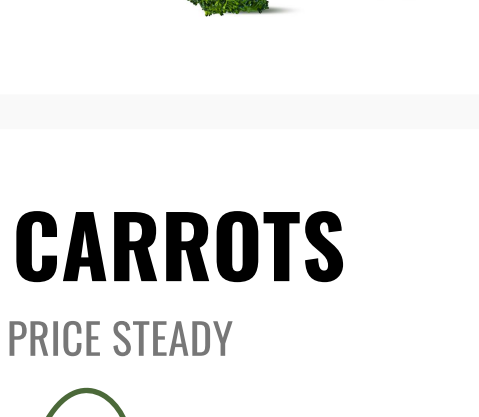
HONEYDEW

PRICE STEADY



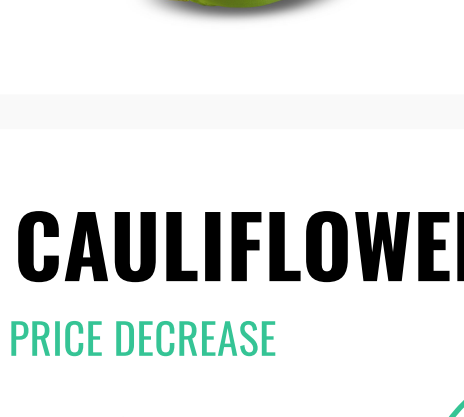
LIMES

PRICE INCREASE



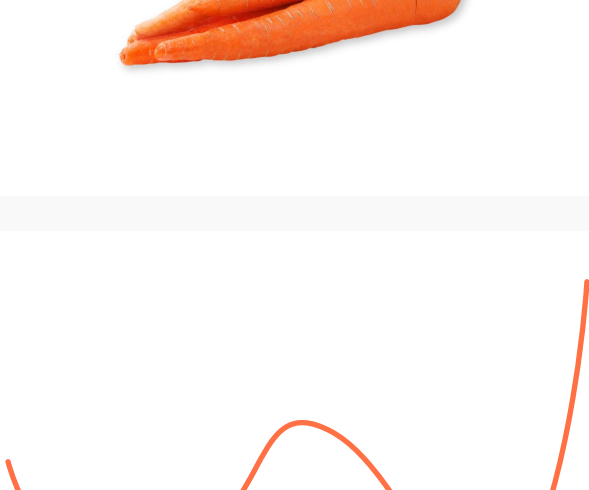
ORANGES

PRICE INCREASE



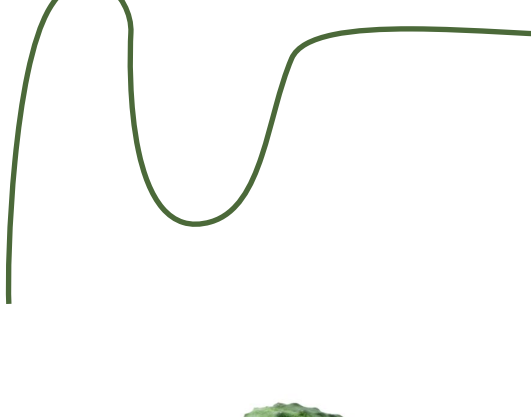
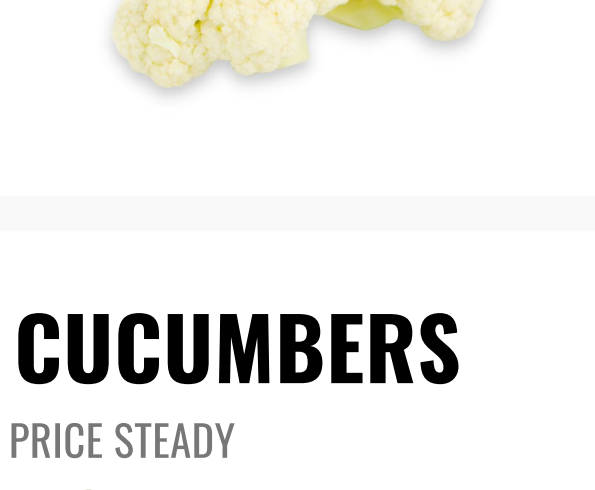
STRAWBERRIES

PRICE INCREASE



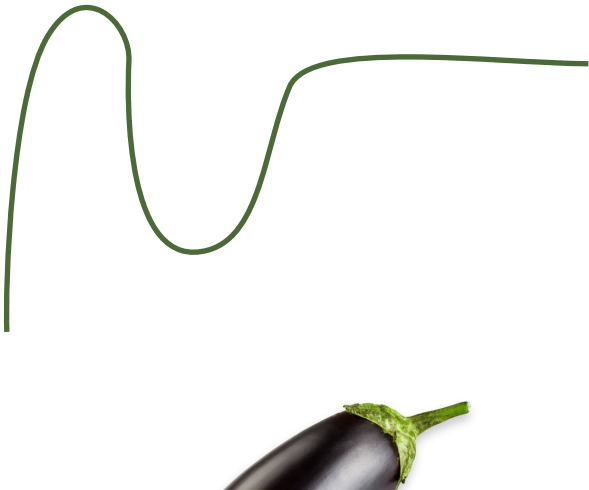
RASPBERRIES

PRICE INCREASE



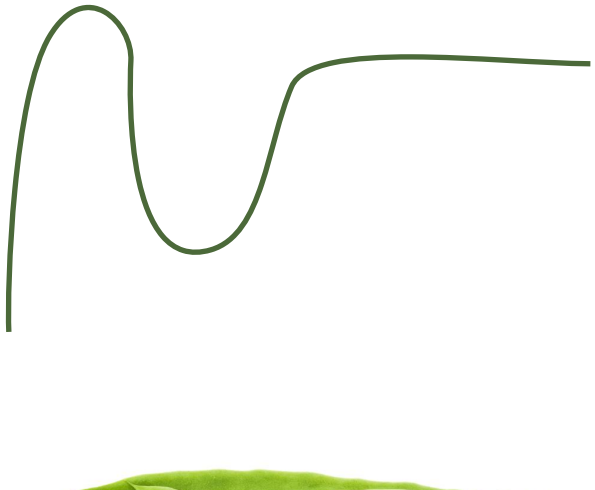
WATERMELON

PRICE DECREASE



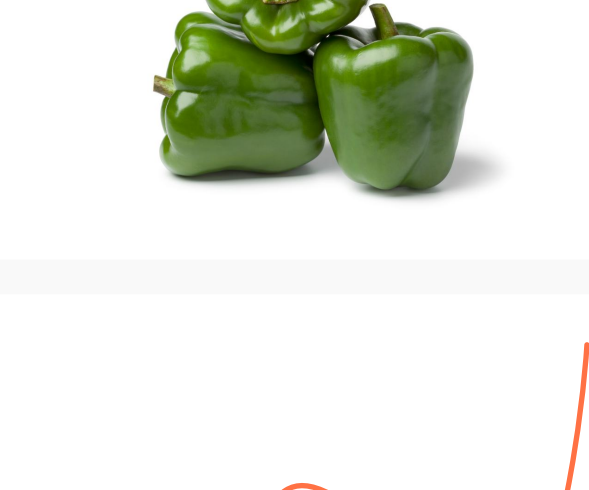
ASPARAGUS

PRICE STEADY



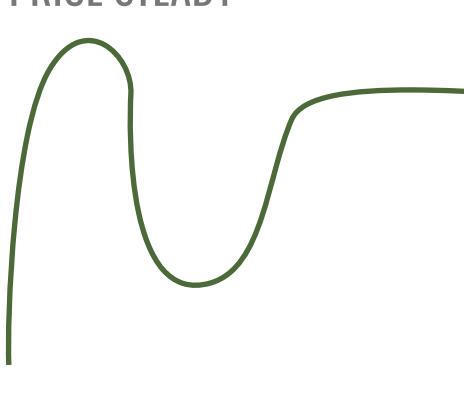
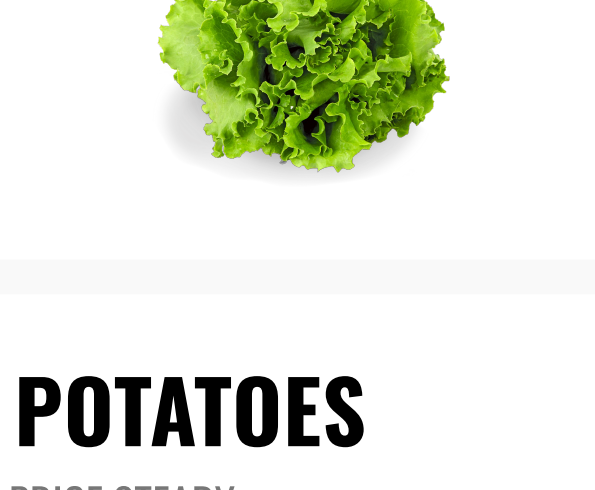
BROCCOLI

PRICE DECREASE



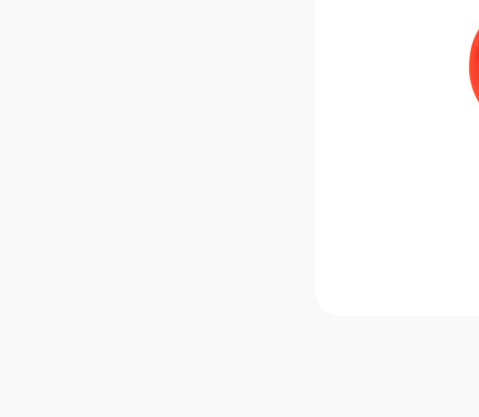
CABBAGE

PRICE STEADY



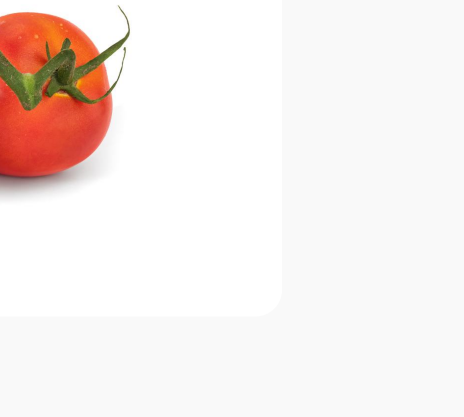
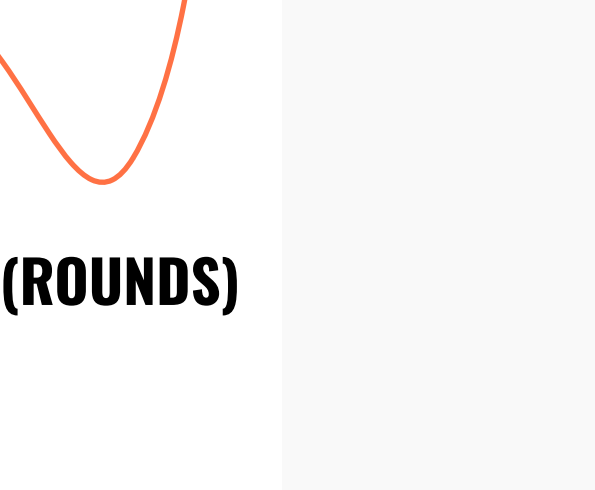
CARROTS

PRICE STEADY



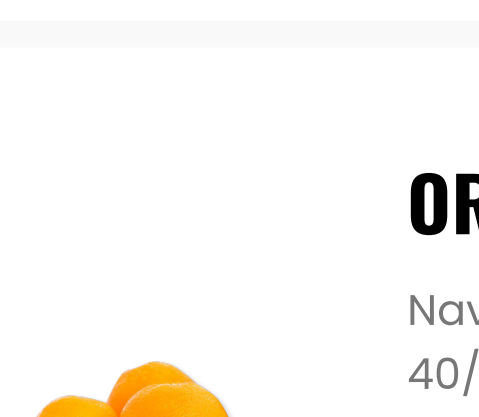
CAULIFLOWER

PRICE DECREASE



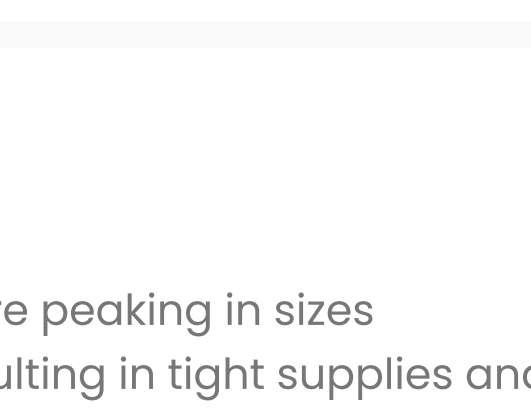
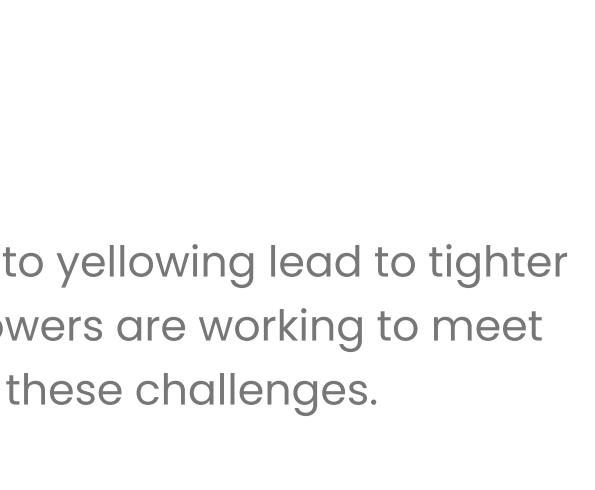
EGGPLANT

PRICE STEADY



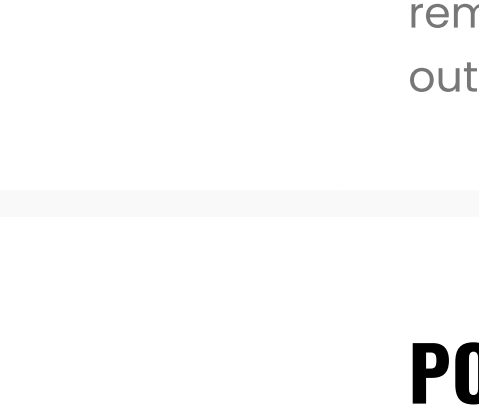
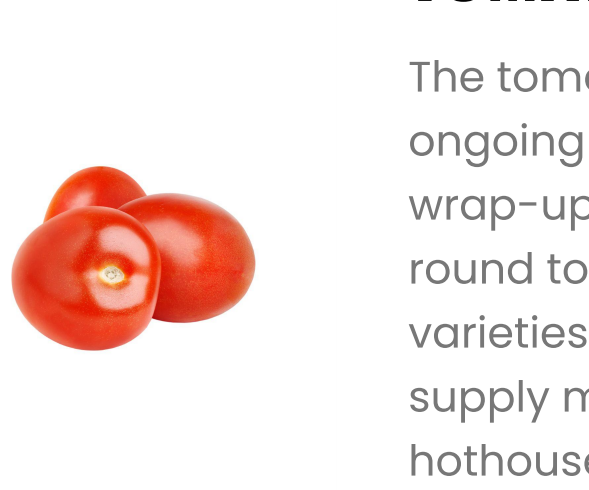
GREEN BEANS

PRICE STEADY



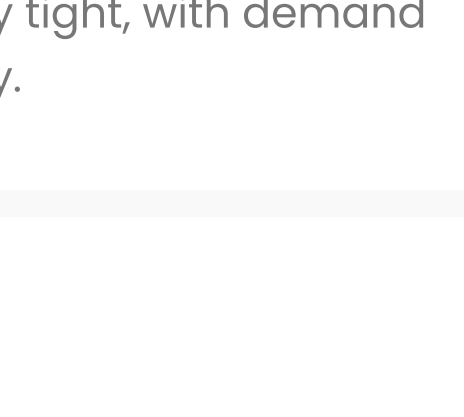
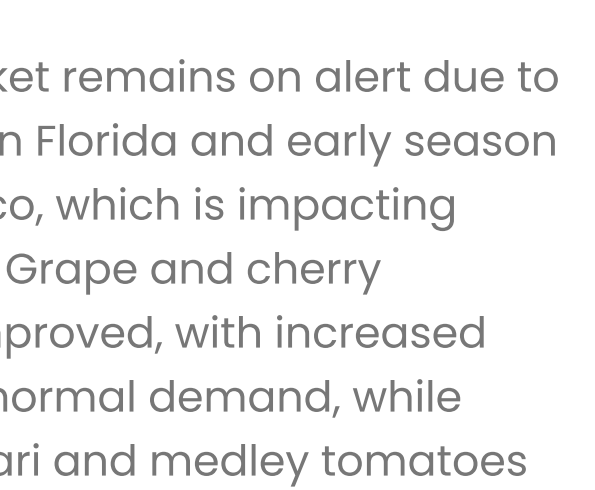
GREEN PEPPERS

PRICE STEADY



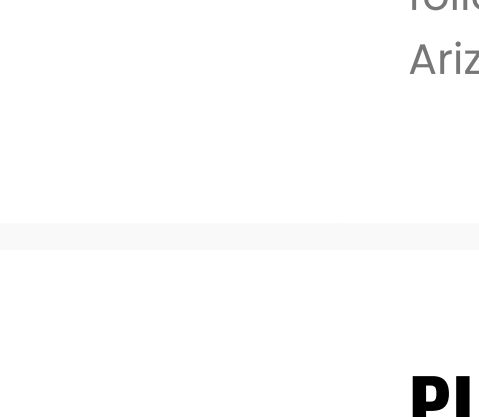
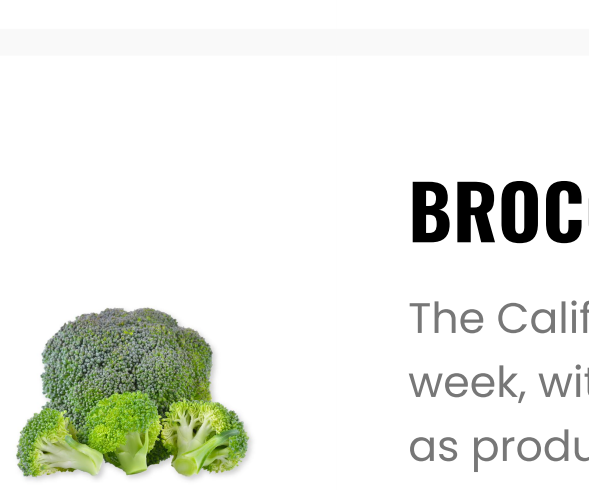
LETTUCE (ICEBERG, LEAF, ROMAINE)

PRICE STEADY



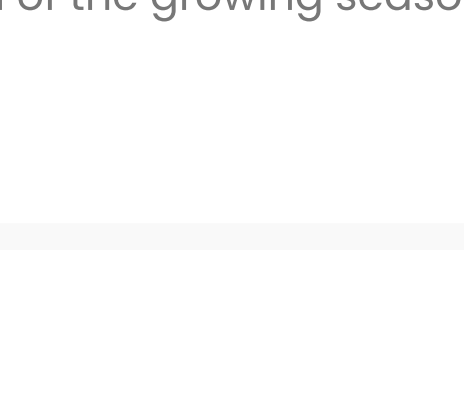
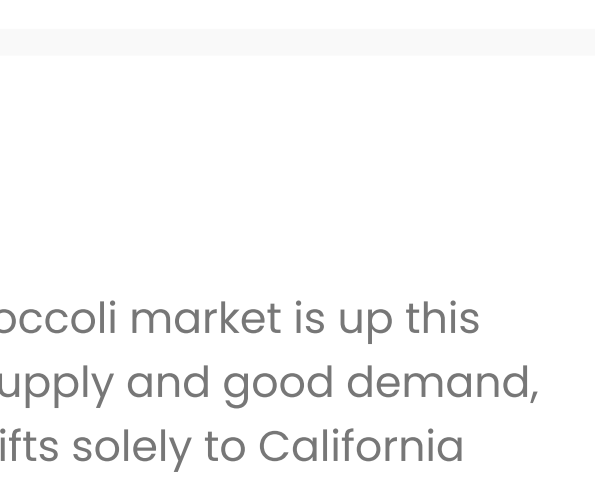
CHILI PEPPERS

PRICE INCREASE



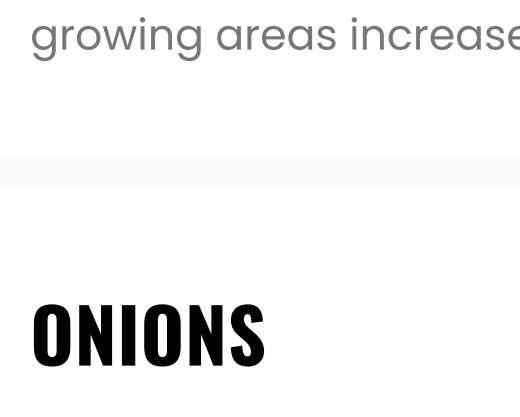
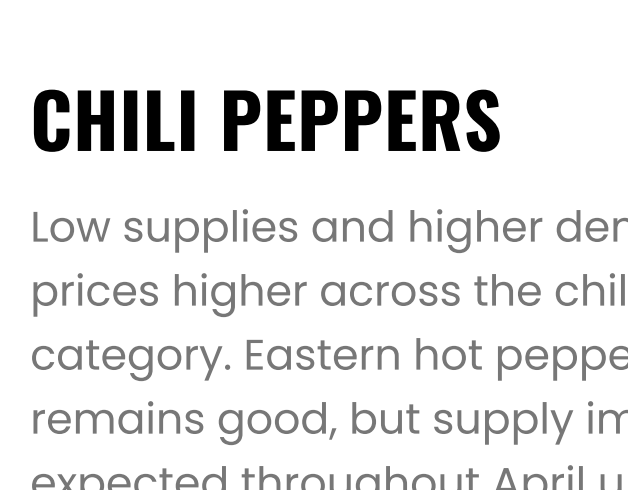
POTATOES

PRICE STEADY



TOMATOES (ROUNDS)

PRICE INCREASE



Special ALERTS



ARUGULA

Lower yields due to yellowing lead to tighter supplies, and growers are working to meet demand despite these challenges.



ORANGES

Navel oranges are peaking in sizes 40/36/56cts, resulting in tight supplies and higher markets, especially for smaller sizes. California Valencia oranges are expected to start by mid-to-late April. Challenges continue with the supply of sizes 113/138cts, with suppliers prorating up to 50%.

TOMATOES

The tomato market remains on alert due to ongoing rainfall in Florida and early season wrap-up in Mexico, which is impacting round tomatoes. Grape and cherry varieties have improved, with increased supply meeting normal demand, while hothouse Campari and medley tomatoes remain extremely tight, with demand outpacing supply.

POTATOES

Lighter supplies of red potatoes are causing market prices to rise, especially with limited supplies from Florida due to rain. Yellow potatoes are in good supply due to increased planting. Supplies are very light on 40/50cts Russet potatoes, expected to continue through the summer months.

BROCCOLI

The California broccoli market is up this week, with light supply and good demand, as production shifts solely to California following the end of the growing season in Arizona.

PINEAPPLE

Tight supplies are noted, especially for larger sizes (5/6cts), due to rain shortages in Costa Rica affecting growth efforts. Substitute sizes may need to be considered to fulfill orders.

CHILI PEPPERS

Low supplies and higher demand drive prices higher across the chili pepper category. Eastern hot pepper quality remains good, but supply imbalance is expected throughout April until newer growing areas increase production.

ONIONS

The Idaho region has concluded, while the Pacific Northwest will continue through April with a fair-quality inventory. Texas is filling the void left by Idaho, with red onions remaining limited and keeping the market active.