



# VALLEY VIEW PRODUCE



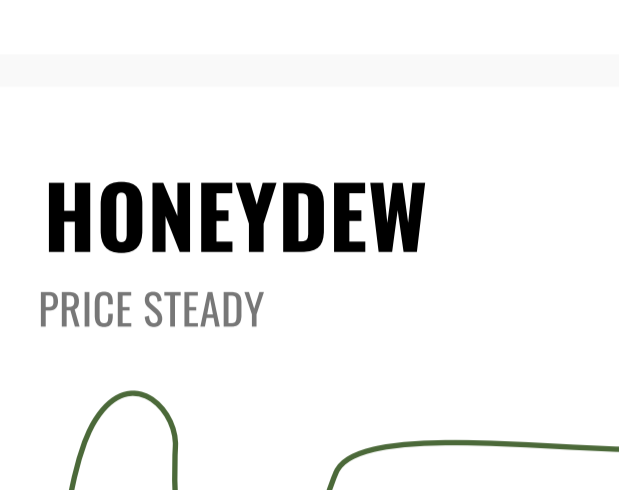
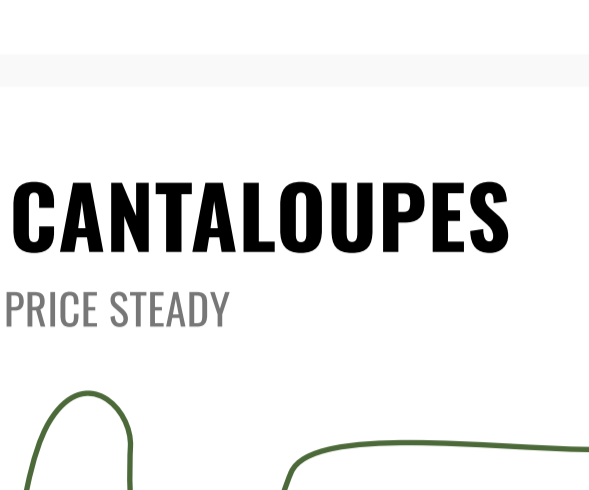
## March MARKET UPDATES

Heavy rain and cool weather cause harvesting disruptions, leading to supply issues for some items. El Nino causes shortfalls for several winter produce out of Mexico and Florida.

Explore the latest market news and determine how it will impact your menus this month.

### APPLES

PRICE STEADY



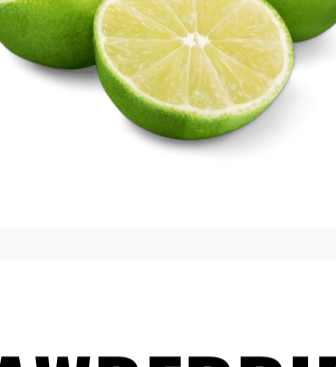
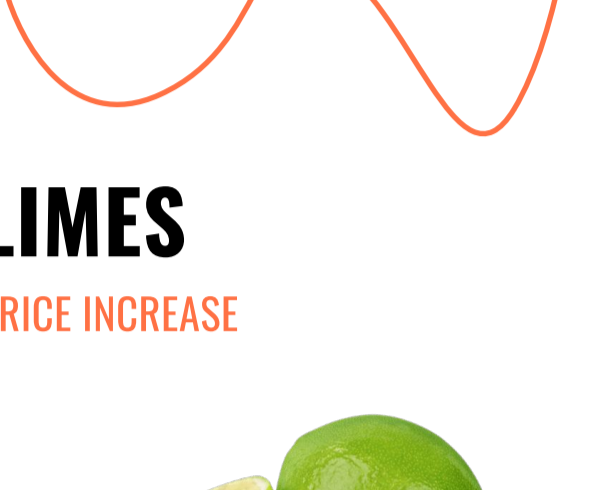
### AVOCADOS

PRICE INCREASE



### BLACKBERRIES

PRICE STEADY



### BLUEBERRIES

PRICE INCREASE



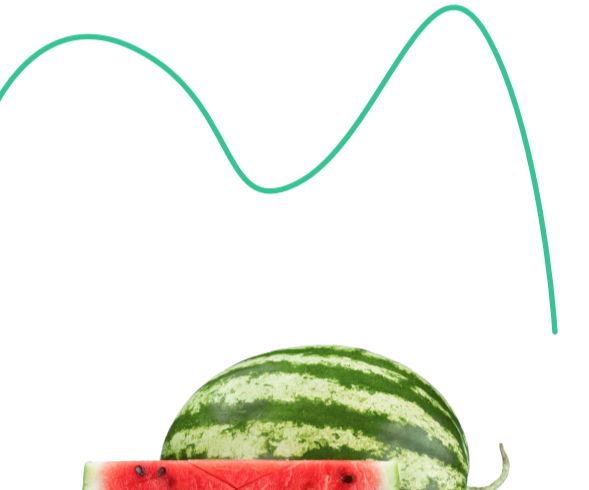
### CANTALOUPE

PRICE STEADY



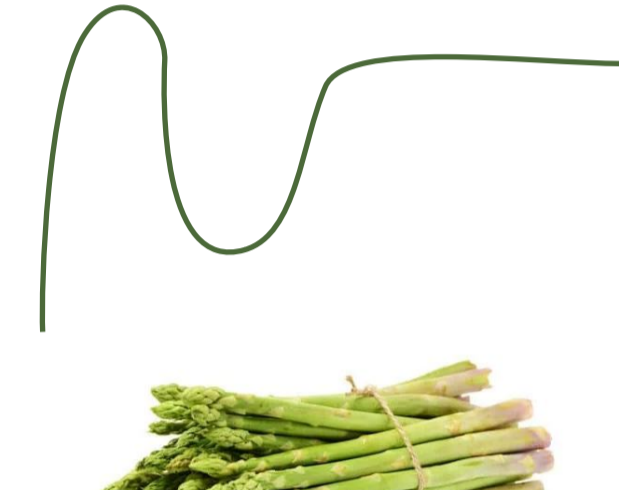
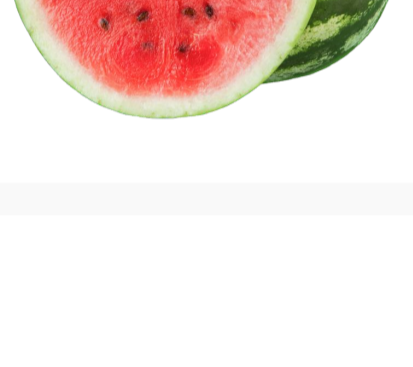
### HONEYDEW

PRICE STEADY



### LIMES

PRICE INCREASE



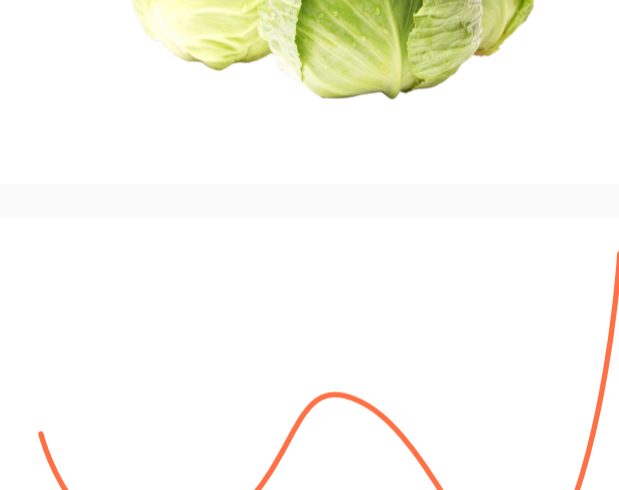
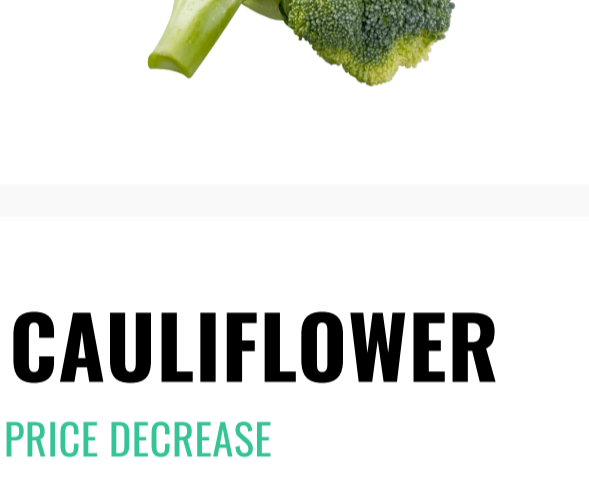
### ORANGES

PRICE INCREASE



### STRAWBERRIES

PRICE DECREASE



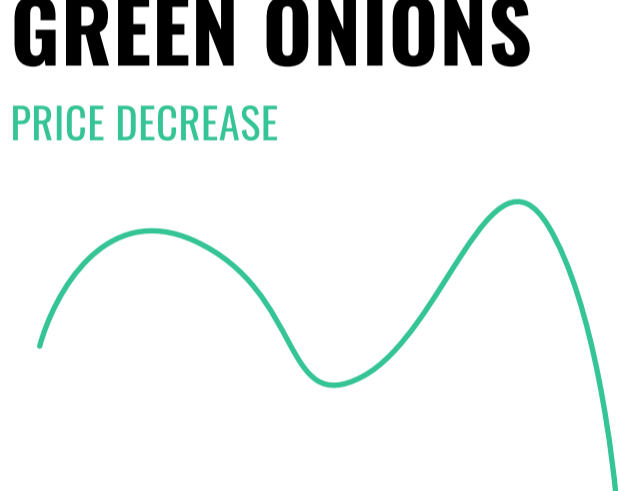
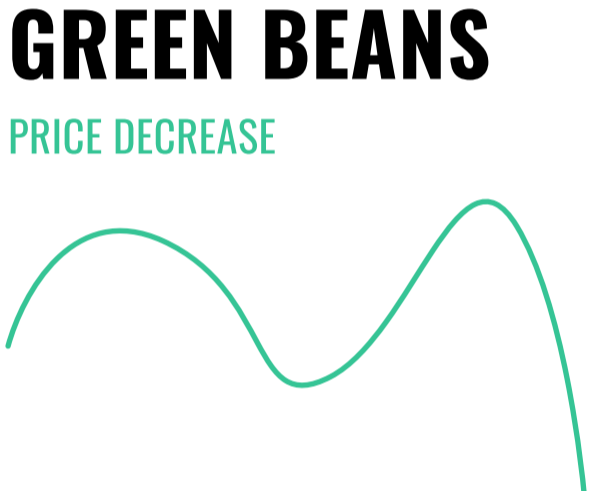
### RASPBERRIES

PRICE INCREASE



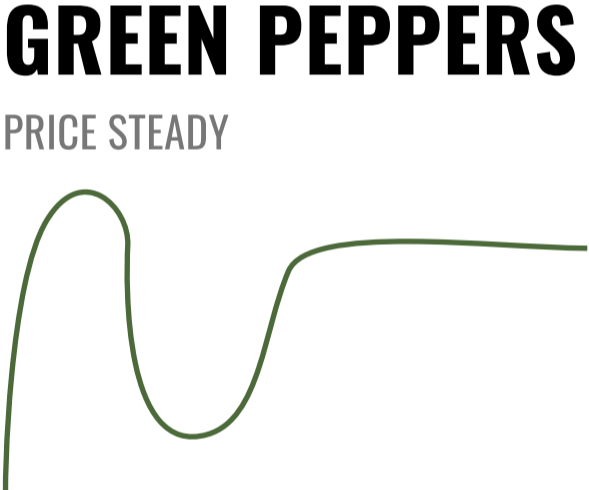
### WATERMELON

PRICE DECREASE



### ASPARAGUS

PRICE STEADY



### BROCCOLI

PRICE INCREASE



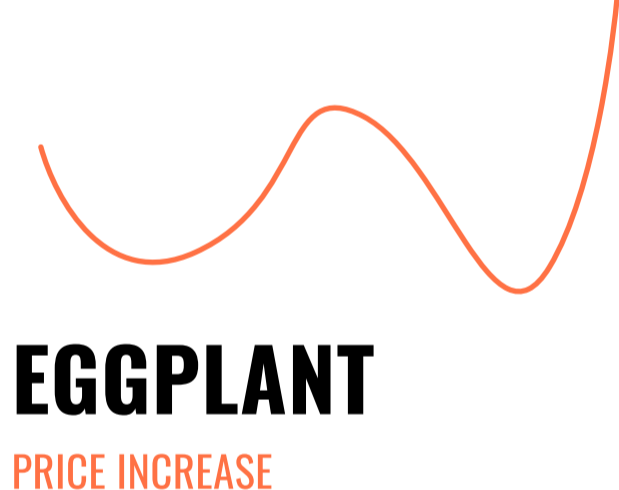
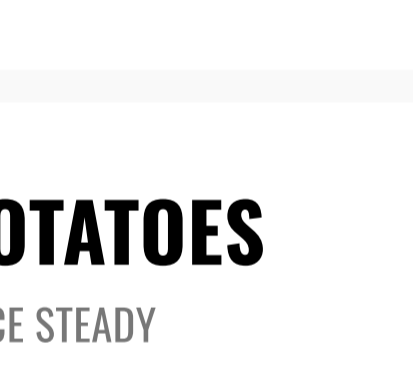
### CABBAGE

PRICE DECREASE



### CAULIFLOWER

PRICE DECREASE



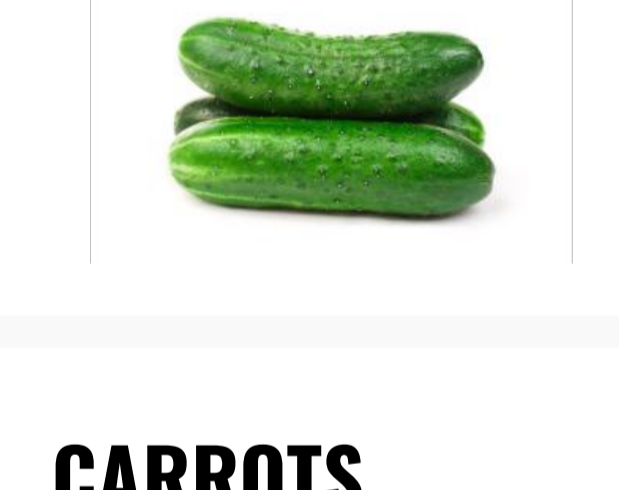
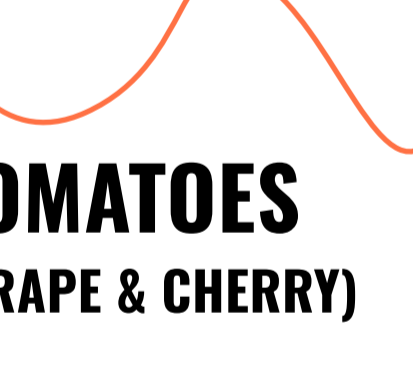
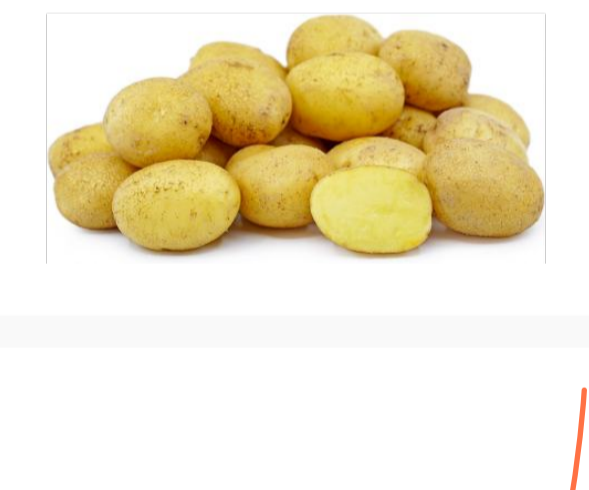
### CHILI PEPPERS

PRICE INCREASE



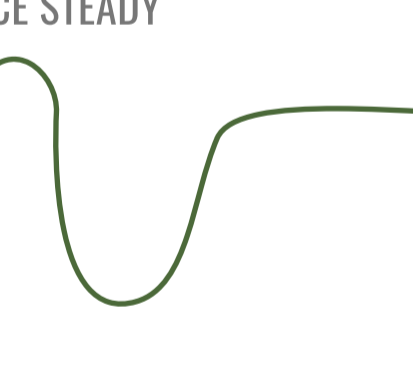
### GREEN BEANS

PRICE DECREASE



### GREEN ONIONS

PRICE DECREASE



### GREEN PEPPERS

PRICE STEADY



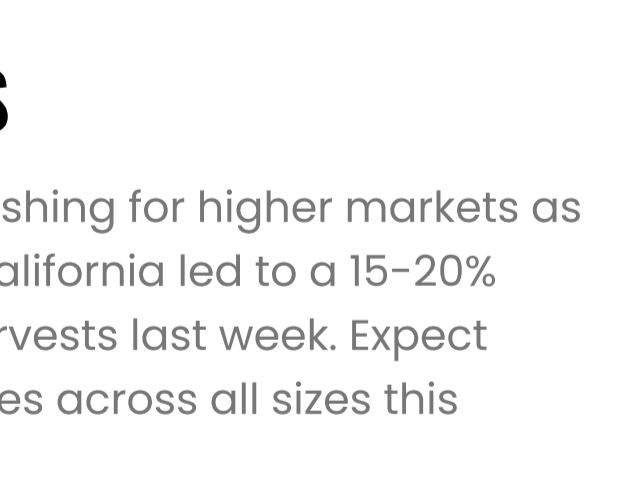
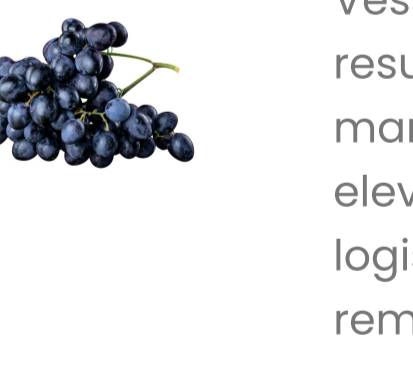
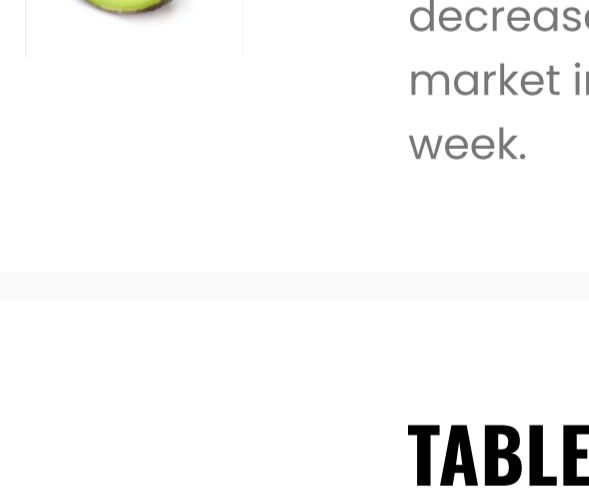
### LETTUCE ICEBERG (ICEBERG, LEAF, ROMAINE)

PRICE INCREASE



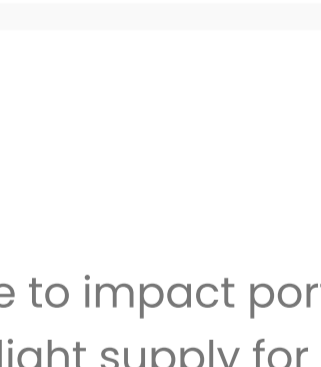
### ONIONS

PRICE STEADY



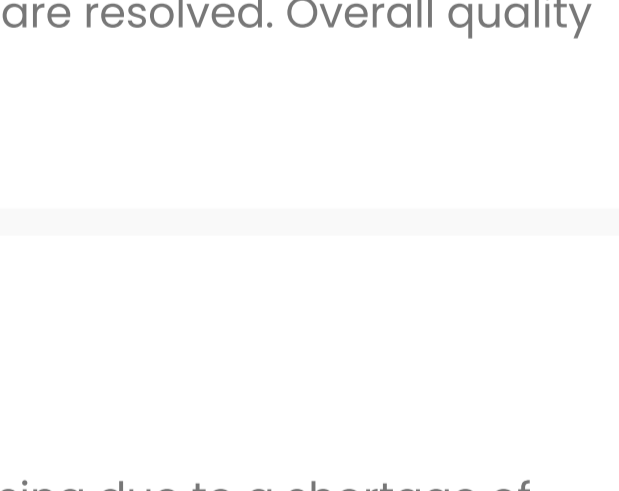
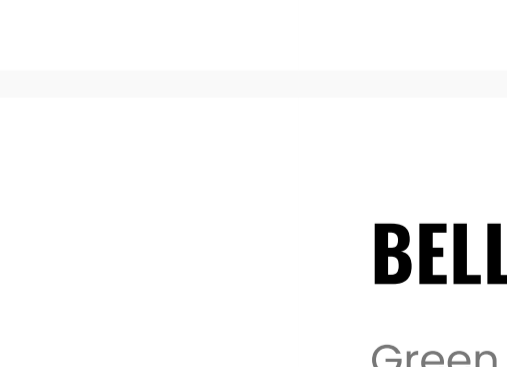
### EGGPLANT

PRICE INCREASE



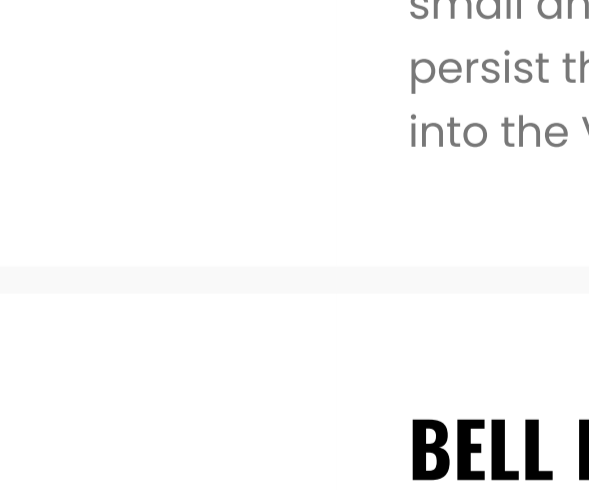
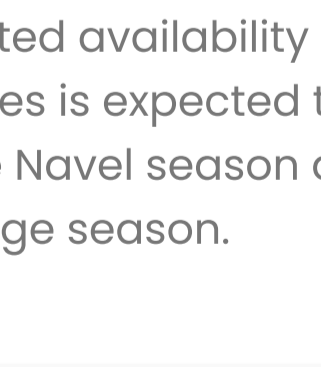
### POTATOES

PRICE STEADY



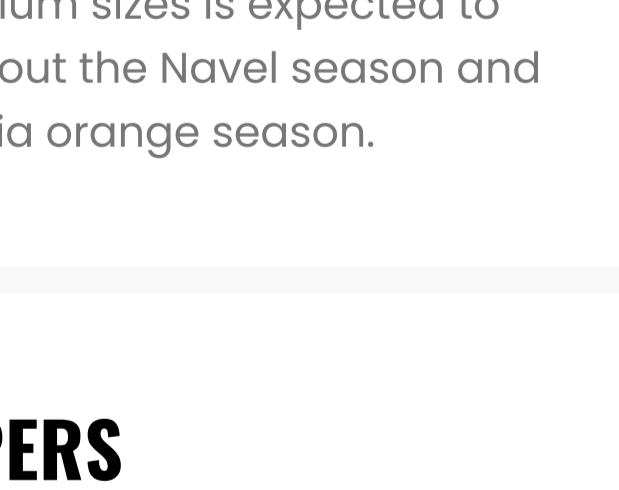
### CUCUMBERS

PRICE INCREASE



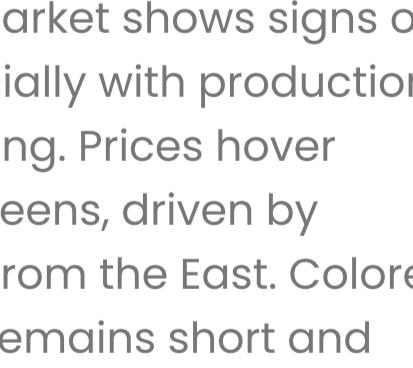
### TOMATOES (GRAPE & CHERRY)

PRICE INCREASE



### CARROTS

PRICE STEADY



## Special ALERTS

### AVOCADOS



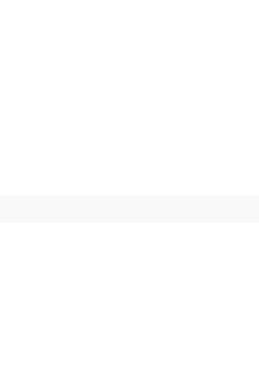
Growers are pushing for higher markets as heavy rain in California led to a 15-20% decrease in harvests last week. Expect market increases across all sizes this week.

### TABLE GRAPES



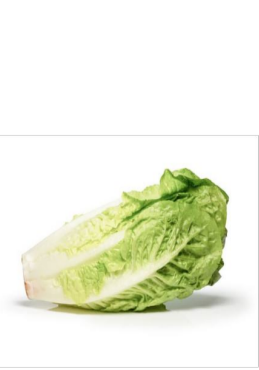
Vessel delays continue to impact ports, resulting in extremely tight supply for both market and contract business. Expect elevated pricing and volatile markets until logistics issues are resolved. Overall quality remains good.

### ORANGES



The market is rising due to a shortage of small-sized navel oranges caused by excessive rainfall. Limited availability of small and medium sizes is expected to persist throughout the Navel season and into the Valencia orange season.

### BELL PEPPERS



Green bell pepper market shows signs of improvement, especially with production from Mexico increasing. Prices hover around mid to high teens, driven by additional demand from the East. Colored bell pepper market remains short and escalated.

### LEMONS



Continued rain in central California leads to harvesting delays. Weather is improving, but wet fields continue to slow harvesting. Expect a decrease in supplies, especially small sizes, starting early March. Plan accordingly and place your orders in advance.

### CUCUMBERS



Eastern supply remains extremely limited with fair quality and high markets. Relief is not expected until new FL markets start and Mexico increases supply. Western supplies are also light, with higher markets expected to persist until late this week when transitional growing areas start.

### EGGPLANTS



Eastern supplies are very light with variable quality, strong demand, and high markets. Western supply is good, particularly for 24cts, with steady markets driven by good quality and demand.

### LETTUCE



Iceberg and leaf lettuce supplies remain tight, leading to increased markets. Romaine and hearts markets have also increased significantly due to rising demand and tightening supplies.

### CORN



Signs of downward pressure on corn prices are observed, but a split market exists this week, with Florida experiencing lighter volume and significantly higher pricing than Mexico. Expect this imbalance to improve over the next 2-3 weeks.