Fresh Is Everything

Weekly Market Review
May 16, 2025

Overview

We are seeing lighter production out of South Florida due to a combination of seasonal availability winding down combined with rain delays on several items this week. In Nogales and McAllen, we are seeing transitions well underway, particularly on **Tomatoes** as Sinaloa wraps up for the season and productions moves to Sonora, Jalisco and Baja. Markets ticked up this week on Romas and Rounds due to this, fortunately we are not seeing any supply issues. Quality remains strong on new crop out of Mexico and Florida may see some issues due to rain. We expect to see Tomatoes start in California, South Carolina and South Georgia early June.

Mixed veg transitions are well underway to California and South Georgia. Good production available on **Corn** and **Green Bells** out of Coachella this week and quality is outstanding. New crop **Slicer Cucumber** is ramping up out of Georgia and Baja. Items that remain light in supply are premium sized **Green Bells, Pickles, Shishito Pepper, Tomatillo** and **Habanero**. The offshore **Table Grape** quality and supply are stable; Mexico is forecasted to start over the next 7 to 10 days. Offshore **Melons** are on the backside of the season and volume will steadily decrease over the coming weeks; transition to desert fruit will start in over the next 10 to 14 days. **Banana** and **Pineapple** availability remains limited; shippers are asking we continue to be flexible on Pineapple sizes. Banana supply will be volatile over the next several weeks due to a labor strike in Panama impacting the global supply chain. We do not expect major shortages at this time and are keeping a very close eye on this situation. New crop available out of California on yellow/white **Peaches, Cherries** and **Apricots**, there are also Peaches available in the east out of Georgia and South Carilina; volume will gradually increase over the coming weeks. **Plums** are still a few weeks out.

Total volumes into the U.S. are expected to remain stable through early June. However, over the next four weeks, Mexico will continue to relinquish market share to Peru. Year-over-year data highlights this shift—Mexico's volume is down 16% compared to 2024, while all other countries of origin have posted significant increases. This trend signals a notable departure from summer 2024, when offshore volumes were far more limited. Peru's arrivals are ramping up through May, positioning the region to play a central role in summer supply programs. Offshore fruit will be key in supplementing total volume, especially as production out of Mexico tapers off. A high percentage of Grade 2 fruit continues to be reported from Mexico, a common characteristic of the late season. Mexico is also preparing for a crop transition, with the Off-Bloom (Loca/Mendez) crop set to begin around its traditional July 1st start. Transitions typically bring some volatility, but the industry remains cautiously optimistic about stability through the summer. APEAM has released crop projections for 2025–2026, with Jalisco's Mendez Crop is forecasted to increase by 7.8%, and Michoacán's Loca Crop is expected to rise by 19.6%. Meanwhile, California harvests remain steady, with excellent fruit quality and consistent supply. Market conditions are currently stable, and demand is expected to build ahead of Memorial Day promotions, supporting firm pricing across most sizes.

The majority of the wet veg items are doing very well in Salinas. We continue to see nice Spring weather and have seen minimal insect pressure so far. We will keep an eye on that and report any issues. **Lettuce** supplies are looking good, and the weights all seem to be back to normal. **Leafy Greens, Broccoli** and **Cauliflower** all also look good right now. The one major issue continues to be the **Brussels Sprouts**. You will continue to see light supplies and some quality issues throughout the month. Jumbos are still very limited, and sizing is leaning more towards small and medium. Growers are navigating this the best they can, but for now, the market is escalated to the extreme level and will stay that way until supplies improve. **Endive, Escarole, Fennel. Leeks** and **Parsley** remain escalated, with supply shortages driving the market. **Bok Choy** and **Napa** are no longer at the extreme level but are still escalated. Overall production in Salinas is still steady, and we are hopeful for a great season!

MARKET ALERT

EXTREME

- Brussels Sprouts
- Celery (Organic)
- Fennel

ESCALATED

- Avocados
- Banana
- Bok Choy
- Endive & Escarole
- Fennel
- Hot Peppers (Caribe, Habanero, Shishito)
- Leeks
- Limes (extreme - large sizes)
- Napa
- Parsley (Italian & Curly)
- Tomatoes

WATCHLIST

- Asparagus
- Cabbage Red
- Celery
- Cilantro
- Eggplant
- French Beans
- Herbs
- Green Onion
- Lemons (small sizes)
- Oranges (small sizes)
- Pickles
- Pineapple
- Romaine
- Snow & Sugar Snap Peas
- Spinach
- Yellow Squash

FRUITS & VEGETABLES

Avocados: ESCALATED Overall markets saw a decrease across all sizes. Last week closed at 61.3M pounds for the U.S. avocado industry—an increase of 6% from the previous week. Volumes harvested and shipped remained relatively stable before and after Cinco de Mayo. Despite strong AD count activity surrounding the holiday, the market continues to follow a downward pricing trend. This week, similar volume levels are anticipated across all countries of origin. Jalisco currently accounts for 7.5% of Mexico's shipments to the U.S., with field availability skewed toward smaller sizes and a high percentage of Grade 2 fruit. The Main Crop's current dry matter is estimated at 36%, with approximately six weeks remaining in the 2024–2025 season. Approximately 13.5M pounds were harvested in Week 19.5 out of California, with dry matter averaging 27.4%. Sizing continues to peak in the 48s, followed by the 60s. California harvest is in full swing, with steady volumes expected to continue throughout the summer. Fruit quality remains excellent. The Traviesa Crop is progressing well, with shipments moving to both U.S. and European markets. Weather permitting, volumes look strong heading into the peak weeks of the season. Promotional opportunities are expected, particularly on medium and small fruit sizes.

Pineapples: WATCHLIST Pineapples will remain tight and are not expected to show any improvement until May. We are suggesting flexibility in sizes to ensure stability of the supply chain. Overall quality and taste are good.

Bananas: ESCALATED Banana imports remain extremely light for the next 4 weeks. We continue to struggle with several challenges of recent including record demand and overall lighter supply from the tropics. We are also seeing some logistical challenges due to the labor strikes in Panama that are impacting the global supply. Due to these challenges, we could see minor pro-rates across the network over the next four weeks. Overall, banana quality has been good and improving as we enter the summer grow cycle. Overall inventories are light, and we are seeing higher turns at the port and ripening centers; some of the fruit may not reach optimum color prior to arrival. We are advising distributors and customers to keep a close eye on ripeness; there may be some need to keep a heavier than normal inventory on hand and self-manage color to protect from shorts.

Table Grapes: Stable supply is available on colors and varieties. Mexico is expected to start over the next week to 10 days.

BERRIES

Strawberries: Overall volumes are improving with better weather. In Santa Maria, last week's cool, overcast pattern persisted, accompanied by 0.35–0.50 inches of rain between Friday night and Saturday morning. While isolated hail was reported south of town, the valley remained unaffected. Breezy conditions and highs in the 50s–60s helped mitigate damage, and as the week progressed, temperatures rose into the mid-to-upper 60s, with overnight lows in the upper 40s. Forecasts call for stable weather with no rain and highs reaching the low 70s. Fruit quality held up well, with only 5–10% of ripe fruit showing minor water damage thanks to early harvests at light color stages and proactive fungicide use. While some minor tip issues persist, overall quality is strong, and with warming temperatures, production is expected to increase again in the next one to two weeks, and last week marked peak production for many blocks, which should hold through mid-month before tapering. Organic volumes are building steadily, with peak levels expected between mid-May and early June, supporting strong supply into late June. Meanwhile, the Watsonville/Salinas region experienced similar but colder weather, with dry fields and highs in the low 60s and lows in the mid-40s. Conditions are expected to improve next week, with highs approaching the upper 60s to low 70s. Quality continues to improve, with large fruit and pack counts of 10–16 per case for both conventional and organic. Cold weather has preserved excellent quality, though some bruising and dry calyxes are present in certain varieties. Organic fruit is slightly behind conventional in size but maintaining strong quality, with production estimates increasing weekly and a seasonal peak anticipated in June. All pack sizes are currently available with strong volume, excellent sizing, and consistent quality.

Blackberries: In Mexico, weather conditions are currently hot with significant temperature swings—highs in the 80s to 90s and lows in the 50s—as the region enters its hottest period before June rains. Blackberry quality remains good, with medium to large sizing, strong sheen, mostly black color, and good firmness. However, the high heat has led to some issues, including red cell regression, attached calyx, and occasional soft or leaking fruit. Volume is steady but currently in a production dip expected to last through early May, with peak volumes anticipated from late May through June. Organic blackberry production is expected to resume in early May with small volumes, ramping up toward the end of the month. In Watsonville, conventional blackberry production is projected to begin in mid-May, with organic production following in June.

Raspberries: In Mexico, current weather conditions are hot with significant temperature swings—highs reaching the 80s to 90s and lows in the 50s—as the region enters its hottest stretch before June rains. Fruit quality remains strong with good red color, solid firmness, and mostly medium sizes, though occasional larger berries are present. Some overripe and crumbled fruit is being observed due to the heat, but crews are working diligently to exclude affected fruit from packs. Raspberry volume is currently in a dip but is expected to increase steadily through May, followed by a brief slowdown in late May to June before picking back up again in July and August. Organic raspberry volume is anticipated to resume next week. In Watsonville, conventional production is projected to begin in July, with no organic volume expected from this region this season.

BERRIES - CONTINUED

Blueberries: ESCALATED Overall supplies are increasing and should be considerably improved by the end of next week. Out of Mexico, the current weather is hot with wide temperature swings—highs in the 80s to 90s and lows in the 50s—as the region moves through its hottest period ahead of June rains. Conventional blueberry volume is declining weekly, with the season expected to wrap up by July. Organic production is anticipated to resume in August. Berry sizing ranges from 12–16mm, and overall quality remains good, with strong flavor, bloom, and appearance. However, some issues are present, including redberries, soft or leaking fruit, and shriveling due to heat. Cool, overcast conditions persisted this week in Oxnard, with highs in the 60s and lows in the 40s. Warmer temperatures are expected next week, with highs reaching the low 70s. Organic blueberry production has passed its peak and will decline steadily until the season ends in late May. Quality remains excellent, with strong size, bloom, and flavor. The weather has been hot, with highs in the upper 80s and lows in the 60s in Florida. The region is currently at the peak of its production curve, but volumes remain 30–50% below original estimates due to earlier hurricanes, storms, and heat waves. Only conventional fruit is being harvested, and while volume is reduced, quality has been excellent. Similar to Florida, Georgia experienced warm weather this week, with highs in the 70s to 80s and lows in the 50s. The region is producing conventional fruit, with peak production expected shortly. However, yields are also down 30–50% from original forecasts due to prior weather events. The season is expected to end quickly in early June. Open market volume is limited. Conditions have been hot and sunny in the Central Valley, with highs in the 80s and lows in the upper 50s. Warm weather accelerates both organic and conventional production. Organic volume is ramping up quickly, with peak production expected in the next one to two weeks and continuing through mid-June. Initial conventional pickings have begun, and quality looks excellent. Peak conventional volume is expected toward the end of May. Open market availability remains limited. Production in Oregon, Washington, and British Columbia is expected to begin around July.

CITRUS

Oranges: Quality remains very good with good demand. Pricing on 88's and smaller, primarily 113's and 138's, continues to strengthen as the size structure is now trending heavier to larger sizes. Ample lead time will be necessary to place orders, especially on small sizes, with many shippers now holding to averages. In addition, the Navel season is expected to finish in early to mid-June depending upon the shipper with Valencia's expected to start in mid-June. Early projections are for the Valencia crop to be down with the early fruit being smaller in size and large sized volume increasing as we move through the early summer months.

Limes: ESCALATED ON SMALL SIZES & EXTREME ON LARGE SIZES Extreme shortages on large sizes (110's, 150's and 175's) continue as the high temperatures in the growing areas have accelerated fruit maturation, leading to a prevalence of smaller-sized limes (200's, 230's and 250's) with an extreme shortage on larges sizes. The market remains elevated on large sizes and is expected to remain elevated for the next few weeks with increasing concern about fruit quality.

Lemons: We continue to see very good quality out of all growing areas in California. Most shippers are reporting small sizes, 165's and smaller, becoming extremely light in supplies and will continue for the next 4 to 6 weeks, while mid-to-larger sizes, 140's and larger, remain readily available. The market is stronger on smaller sizes. Ample lead time will be necessary to place orders, especially on small sizes, with many shippers now holding to averages.

Imports/Specialties: Blood Oranges are still being packed but will be finishing for the season between the middle to end of May. Sizing is running small. Cara's are also available and will be finishing Mid-to end of May. California Mandarins are in good supply with very good quality. California Grapefruit is available with light supplies on Fancy grade; choice grade are readily available.

WEST COAST LETTUCE

Iceberg: Lettuce supplies, and quality are good.
Iceberg VA: Quality and supplies look good.
Romaine VA: Quality and supplies are good.
Romaine, Romaine Hearts: Romaine and Romaine heart quality and supplies are good. There have been some reports of fringe burns and light cupping. Insect pressure could become an issue as we get into Spring weather. We have also had some initial reports of small amounts of INSV and sclerotinia in some of the romaine fields. We are adding this to the watchlist as we monitor that situation.
Green and Red Leaf: Quality and supplies look good.

EASTERN AND WESTERN VEGETABLES

Green Bell Pepper: Seeing short supply in Nogales, particularly on large sizes. Coachella is scratching this week. South Florida is still seeing higher prices on premium sizing while choice fruit is plentiful; we should transition to South Georgia around the 10th of May.

Color Bell Pepper: Good supply available in Nogales and South Florida. Quality is mostly good. Canada started crossing limited volume on HH Bells and this will gradually increase over the coming weeks. We should see some La Rouge yellow and reds out of the desert Mid-May.

Mini Sweet Pepper: Supply stable this week loading in Nogales and Florida.

Mixed Chili Pepper: **ESCALATED** Supplies in general are good across most varieties out of Mexico, but quality is mixed. We should scratch new fields in Sonora over the coming weeks which will improve supply and quality. Jalapeño and Poblano were lighter this week. Habanero, Tomatillo and Shishito will be the shortest and could see some supply interruptions. California should start production in early June and South Georgia over the next 7 to 10 days.

Eggplant: **WATCHLIST** Lighter domestic supply continues, and quality is mixed. Good supply and excellent quality out of Mexico this week. South Georgia and California should start the 3rd week of May.

Slicer Cucumbers: Lighter supply crossing through Nogales and McAllen as well as Florida. We are seeing very light supply on supers and plains. Quality is good and markets were firmer this week due to transition; we expect to see better volume in two weeks. South Georgia production has begun...quality is good.

English Cucumbers: Good supply available this week crossing from Mexico. Quality on new crop out of Mexico was good.

Pickles: **WATCHLIST** Lighter supply available crossing through Nogales and we may see some shorts on market buys as contracts are getting priority on volume. Quality is outstanding.

Green Beans: Good Supply available with new crop beans coming available out of Georgia and Florida. Coachella should ramp up over the next week. Quality is good.

French Beans: **WATCHLIST** Steady supplies are available at this time with improved availability. Supplies and demand should remain steady through next week. Overall good quality. Prices are generally unchanged. In contrast, there is a strong supply of French Beans out of Mexico, helping to offset some of the regional shortfalls.

Zucchini/Yellow Squash: Good volume and quality available shipping from all locations on Italian and Yellow from Florida; we have started production in South Georgia with volume ramping up and good quality. Volume out of Nogales is winding down for the season and will transition to California and Baja.

HERBS

WATCHLIST In the eastern regions, basil quality remains challenged due to ongoing rain in Colombia, though supply and quality are gradually improving, albeit slower than anticipated. Imported chervil volume is limited as adverse weather in Ecuador continues to impact production. Out of the western regions, supply and quality remain steady and are improving, but slower than expected. Both should continue improving as the weather improves.

HERB	SUPPLY	QUALITY	COUNTRY OF ORIGIN
Arugula	Limited	Marginal	USA
Basil	Very Limited	Marginal	USA/MEX
Opal Basil	Very Limited	Marginal	USA
Thai Basil	Very Limited	Marginal	USA/MEX
Bay Leaves	Steady	Steady	USA/COL
Chervil	Limited	Limited	USA
Chives	Steady	Steady	MEX
Cilantro	Limited	Marginal	USA/MEX
Dill	Steady	Steady	USA/MEX
Epazote	Steady	Steady	MEX
Lemongrass	Steady	Steady	USA
Marjoram	Steady	Steady	USA
Mint	Steady	Steady	USA
Oregano	Steady	Steady	USA
Italian Parsley	Steady	Steady	USA
Rosemary	Steady	Steady	USA
Sage	Very Limited	Marginal	USA
Savory	Steady	Limited	USA
Sorrel	Steady	Steady	USA
Tarragon	Steady	Steady	MEX
Thyme	Very Limited	Marginal	USA
Lavender	Steady	Steady	USA
Lemon Thyme	Steady	Steady	USA
Lime Leaves	Steady	Steady	USA

MELONS

Stronger retail demand and delayed vessels have quickly shortened the offshore cantaloupe market. FOB pricing remains firm this week. We do expect transition from our offshore program to the desert on May 19th. Volume is going to decrease daily on offshore fruit with limited availability on open market sales. Bin Athena Cantaloupe is available out of Florida and cartons are available out of Mexico.

Cantaloupe: Quality is excellent and fruit shelf life is strong with extended shelf life and high shell color. Brix levels are holding mostly in the 14-16% range that has been seen in recent weeks; sizing profile will be heavy sizes (5-6's to 9's) while 12's and 15's will be limited.

Watermelon: Watermelon are improving but demand remains strong loading out of Mexico and Florida. Smaller sizes will remain tight, and new fields are producing mostly larger fruit. Prices are expected to stay strong on bins and cartons. There are some deals available on 11ct minis.
Honeydew: Honeydew production will drop off this week with sizing still strong leaning to 5s-5Js; 6ct has been extremely limited. We are seeing a bit more scar, but overall quality has been solid. Brix levels are mostly in the 12-14% range. We may see a bit more Mexican fruit available in the market.

MIXED VEGETABLES

Artichokes: Supplies and Quality are both good.
Asparagus: **WATCHLIST** Asparagus supplies have improved with increased volume out of Peru, and the full transition to Peruvian production last week. Domestic harvest has started in Washington with minimal volumes, and Michigan is expected to come online in the next 5-7 days. Market trends point downward heading into next week, and quality remains generally good. However, White Asparagus volume out of Peru is beginning to decline due to seasonal shifts and ongoing field transitions.
Bok Choy: **ESCALATED** Quality is good but supplies are still limited. The light supplies are driving the market.
Broccoli/Broccoli Crowns: Quality and supplies are good.
Broccolini and Sweet Baby Broccoli: Quality and supplies are good.
Brussels Sprouts: **EXTREME** Quality continues to be an issue. Growers are covering 10-week averages, but supplies are slowly starting to improve. Seeder and sizing still lean towards medium and smalls. Jumbos are very limited. Insect injury and elongated core are some of the main obstacles. The market has continued to rise and will stay escalated at the extreme level until supplies are back to normal.
Carrots: (JUMBOS, MEDIUMS and CELLOS) The Desert growing regions have started with good supplies and very good quality. Expect steady supplies through the end of the desert season which will run into late April or early May.
Cauliflower: Quality and supplies are good.
Celery: **WATCHLIST** Quality is good, but supplies are light with some growers. The Organic Market is increased.
Corn, Sweet: Excellent supply out of Coachella and Brawley has started while volume remains steady out of Florida with Georgia on the horizon. Quality is good in all locations.
Fennel: **EXTREME** The fields are seeing lower yields and therefore there is a shortage in supply. Pricing will stay escalated until supplies improve.
Kale: Supplies have improved, and quality is good.
Leeks: **ESCALATED** Leeks are very tight right now and some growers are holding to averages. The market remains escalated.
Garlic: The 2024-2025 California Garlic season is coming to an end and as is sometimes the case during the transition from old crop to new crop garlic, there is a supply gap before the new California harvest begins. Starting the week of May 19th , we will see growers supplementing with product from Mexico to Bridge the Gap until new crop California Garlic gets started the first week of August. Quality will remain very good through this transition.
Ginger: Supplies and market are steady.
Green Cabbage: Supplies and quality look good.
Green Onions: **WATCHLIST** Supplies and quality look good but there have been some initial reports of light supplies.
Mushrooms: Promotable volume available and quality is good.
Napa Cabbage: **ESCALATED** Quality and supplies are improving but there is some insect pressure.
Parsley (Curly, Italian): **ESCALATED** Supplies and quality look good.
Rapini: Quality is good, but supply continues to be light. The market is strong and therefore the supplies will continue to be light.
Red Cabbage: **WATCHLIST** Quality is good, but supplies are still light with some growers. The market remains very active.
Spinach: Supplies, and quality are good. We have seen some reports of weak texture, discoloration, wilting and there have been some insect damage but it is all minimal right now.
Snow Peas and Sugar Snaps: Supplies from Guatemala remain good and steady, with similar conditions expected to continue into next week. Peruvian product is anticipated to arrive by the end of the month. In Mexico, production of both Snow Peas and Sugar Snaps continues at a steady pace.

However, June is a bit of a wildcard. At that point, Texas is done, the Northwest is done, Southern Cal will be mostly finished, and we will be exclusively into New Mexico and Central California at that time. It is basically a fresh start during that period, so the market has as good of a chance of improving as it does staying stagnant.

ONIONS:

The onion market is not expected to react much until the Northwest is entirely out of the picture. At this point, we do not anticipate that taking place until May. Even then, there may still be some leftover product floating around in that region. Texas onions are just getting going and they are expected to have a big crop. Additionally, Southern California will start in about 4 weeks, and they are expected to have a lot of product. So, in the first 2 months of Q2 (April/May) there is not presently a lot of optimism.

POTATOES:

The market remains stable, though carton production is starting to decline. With Norkotahs expected to phase out over the next 3-4 weeks, supply will shift solely to Burbanks, leading to a notable drop in production. As production decreases, we anticipate some market increases. However, if demand increases, the market could strengthen significantly, though that remains uncertain.

Planting for the upcoming season will take place throughout April, with acreage expected to be similar to the current year. Given the depressed market conditions this season, there is some concern about similar supply levels next year, particularly if yields remain consistent.

TOMATOES:

EAST COAST

Round and Roma Tomatoes: ESCALATED Rain and light production has caused markets to increase and should adjust over the coming days as growers go back in and pick after the fields dry out. Quality will be mixed. Georgia and South Carolina will start next month and should stabilize the market.

Snacking Tomatoes (Cherry, Grape and Medley): ESCALATED Lighter supply available due to the rain, quality remains good.

California, Georgia & South Carolina forecasted to start in early June.

MEXICO

Round and Roma Tomatoes: ESCALATED Lighter volume and higher demand from the east have pushed markets higher this week in general but large sizes were very short. We are transitioning to summer regions in Jalisco, Sonora, and Baja and should stabilize the markets over the coming weeks. Quality is outstanding on new crop; Quality is questionable on the remaining winter production.

Roma Tomatoes and Snacking Tomatoes (Cherry, Grape, Medley): ESCALATED Steady supply and light demand have put downward pressure on fob pricing, quality remains good.

Tomato on the Vine: Stable Volume available this week.

OTHER FRUIT:

Apples: Organic Apple and Honeycrisp supplies remain extremely limited out of Washington. Pricing has risen significantly and is expected to continue increasing until the next harvest.

Pomegranate: Limited availability.

Asian Pears: Lighter volume, good supply on larger sizes.

Cherries: New crop Available out of California!

Tree Fruit: New crop Peaches and Apricots now available out of California. Peaches are now available in South Carolina and Georgia as well.

Kiwi Fruit: Supplies fair out of California as well as offshore landing on the East coast.

Quince: Limited supply available this week.

Pears: The Northwest Pear Crop (Washington/Oregon) is substantially down from last season due to below average temps in late Feb/early March affecting bud development. The higher elevation areas in Washington were severely impacted, especially the Wenatchee Valley. The Oregon Growing Region was not affected as much as Wenatchee, Washington, but it was still impacted. The Bartlett Crop out of the Northwest shows 3.8 million shipped last season vs a projected 2.9 million this year for a 14% decrease. It's not substantial in terms of overall volume, but it's still a factor. The cold temperatures will affect the grade, so more Because the crop is smaller, the size profile has increased by 1 to 2 sizes. Barts to finish by the end of Feb./ first part of March. Anjous report at least a 30% total decrease, or 1.85 million boxes less than last year. Also, out of the Wenatchee Valley, there will be more fancy and, for the first time in many years, a 3rd grade anjous packed. When we start to pack Anjous – I will share pics of 3rd grade, this will be your value pear. Anjous to start the week of September 16th, and if growers make it through June I will be surprised. Red Anjous are down 7% or 47,000 boxes, so it is nothing dramatic like the others. The question on Red Anjous is whether or not we will see smaller pears such as 120/135cts. Red pears are supposed to be 1 to 2 sizes larger out of the PNW. Red pears have started with Starkrimsons and will transition into Red Anjou from November through May. Bosc are down 63% out of the great Northwest or 1.38 million boxes. This variety was mostly affected, and markets will be much higher than in previous years. Bosc has slowly started with a potential end date last January/middle of February.

DAIRY:

Despite a sell off in U.S. futures Thursday and relatively steady pricing in Europe, it was a bullish week. I don't think those in the U.S. and EU have been paying enough attention to the strength in Oceania over the past two months, and maybe we shouldn't. It's the tail end of the season and there isn't much volume available, but it's hard to ignore the strength in prices and the good Chinese imports (at least Jan-Apr). At the same time, milk production is improving in Europe and is at least decent in the U.S. and there is growing concern about economic growth globally. The dairy market seem to have some support under them short-term, but there are still some big questions about the second half of the year.

SHELL EGGS:

National FOB shell egg weighted average prices are steady to higher for caged eggs. The undertone is steady to fully steady. Retail demand is in a range of light to occasionally fairly good. Loose egg movement is light to moderate. Offerings are light to moderate. Supplies are generally moderate. Market activity is moderate. California weighted average delivered prices are steady to lower, although lightly tested. The undertone is weak. Retail demand is light to moderate. Food service demand ranges light to instances fairly good. Offerings are light to at times moderate. Supplies are moderate. Market activity is slow to moderate.

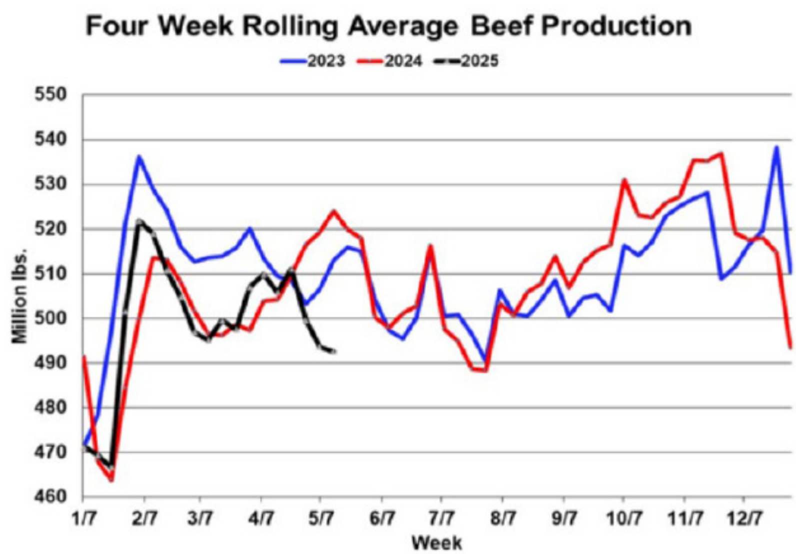
BEEF:

The Choice and Select cutouts are currently at 52-week highs. Positive news on the tariff front came last week with a UK trade deal that eliminates tariffs on U.S. agricultural products. On Monday, an announcement followed of a 90-day cooling-off period for the U.S. and China to work through trade tensions. These developments add a bullish tone to the beef market. The easing of geopolitical tensions should reduce near-term recession fears and allow beef and pork exports to resume more freely. As a reminder, China accounted for 16% of U.S. beef exports in 2024.

Meanwhile, the importation of Mexican cattle has been halted again due to the screwworm situation. Most of these imports are feeder cattle, so this disruption will likely tighten the supply of market-ready cattle down the road. The USDA will evaluate the situation on a month-to-month basis.

Given these developments, both supply and demand dynamics are currently bullish. This week's estimated harvest is 559,000 head, and cattle prices are expected to trend higher as the week progresses. Beef packer margins are estimated to be negative $175 per head. Packers are facing increasing financial pressure if they can't push cutout values higher—something that's proving difficult amid record-high retail prices and growing consumer resistance. There does not seem to be much down side to any of the primals this week.

I don't think there is a better chart that illustrates the state of the beef market. With production falling ahead of peak demand it brings into sharp relief how short the industry remains of market ready cattle. The drop off in production would be even more pronounced without record cattle weights.



PORK:

Hog prices are expected to firm this week, supported by solid seasonal demand and strength in the futures market. Mexican demand for hams is expected to continue in the short term, putting upward pressure on that primal. Trim markets remain steady, but processor demand should emerge as sausage and hot dog production ramps up. We do not anticipate price depreciation in butts, loins, or ribs through May. The typical seasonal uptick in demand will likely be reinforced by consumers trading down from beef.

CHICKEN:

DOMESTIC MARKET HIGHLIGHTS - Prices are trending steady for WOGS and whole fryers. Supplies are moderate for the moderate to instances good demand. Floor stocks are sufficient. Market actvity is moderate. In the parts sector, prices continue to trend firm for tenders; steady to firm for dark meat cuts and steady for b/s breasts, fronts and bone-in breasts. Wings are steady at best with smaller sized wings in the better balance. Supplies of tenders are tight; light to moderate for bone-in breasts, b/s breast, fronts and dark meat cuts with drums, leg meat and leg quarters clearing satisfactorily. Wings are moderate to heavy. Demand is moderate to good. Market activity is moderate..

EXPORT MARKET HIGHLIGHTS - Export demand is moderate.

TURKEY:

DOMESTIC MARKET HIGHLIGHTS - The market on frozen 8-16 lb. hens and 16-24 lb. toms is steady to firm. Frozen Grade A 8-16 lb. hens and 16-24 lb. toms demand is light to moderate. Offerings short to light. Frozen basted equivalent 816 lb. hens offered at 110.00-121.00 and 16-24 lb. toms 110.00-122.00 cents FOB for current deliveries. No trading reported.
The market on tom breast meat and destrapped tenderloins is steady to firm. Demand moderate to good. Offerings light at best. The market on white trims is steady to firm, mostly steady. Demand moderate. Offerings short to light. Further processed demand moderate to good. The consumer sized breast market is steady with a firm undertone. Demand and offerings light. Institutional sized breast markets are steady to firm. Demand light to moderate. Offerings light. The hen and tom bulk parts markets are steady to firm. Demand moderate to good. Offerings short to light. The thigh meat market is steady to firm. Demand moderate to good. Offerings short to light. Hearts, livers and defatted gizzards at least steady. Demand light to moderate. Offerings light. Mechanically separated turkey (MST) is steady to firm. Demand moderate to good. Offerings short to light. Trading slow to moderate centering on fresh tom breast meat.

EXPORT MARKET HIGHLIGHTS - No trading reported.
Market steady to firm. Demand moderate to good with some destinations starting to look at other product sources.
Offerings short to light.