



Produce Supply Update

April 22nd, 2019

Good Morning!

Cabbage markets have settled in to a more manageable and familiar numbers for cabbage. Pricing is way down. As we move into April much of the labor will be shifting to focus on onions leaving cabbage availability to tighten in this area. Florida continues to have product available with stable markets, and Georgia shippers are projecting to have product available mid April.

Florida blueberries are ramping up quickly, and close to hitting peak production. Expectations are that blueberry volumes will continue to increase over the next few weeks. Georgia is starting now in a lighter way but expect good volume coming in June. Georgia is expecting a big season with heavy promotional numbers, most of which will come on late-May through June. North Carolina growers will start this coming week. Prices should fall with the increased volumes coming from everywhere at once.

Peppers continue to be a struggle as supplies remain short due to the Mexican

season approaching its end. Sizing is trending more to smaller sizes. Extra Large size peppers are very limited and will remain like that for another couple of weeks until California gets going in the Coachella region. Florida fields continue to struggle to get any kind of volume and seems like this situation will continue through the spring with barely enough to suffice East Coast demand.



Avocado prices have been strong for the past couple of weeks. Couple of reasons for that... One, we have a short holiday week so fewer picking days Easter week. Also, we had limited crossings of the border for the past couple of weeks due to securing our southern border. Finally, Cinco de Mayo is only 2 weeks away and people are already stocking up for the holiday. Prices seem to be leveling out and even sliding for this coming week.



Watermelon supplies are increasing seasonally and pricing is coming down with the heavier volume. Mexican fields are producing most of the volume we're seeing, but Florida should start rolling soon and pricing will adjust further downward at that point.



East Coast Peach farmers are pointing to May 4th as their start date this year. We carry some beautiful, fuzzy, drip down your face peaches that are always a huge hit each year. We're looking forward to the season starting.

Q: *Where is the Easter Bunny's favorite place to eat?*
A: IHOP

Thank You for Your Business!
Have a Great Week!

Copyright Ford's Produce 2019