

The Source

Commodity of the Month - Asparagus

MARKET ALERTS

Asparagus: Asparagus supplies are tightening due to weather in Caborca. San Luis Rio Colorado will help, and Peru's fields opening in late March will back up Mexico.

Avocado: Markets remain high, with sizes peaking at 60ct and smaller. California's harvest is limited by rain, and elevated markets are expected until supply improves in Mexico.

Cucumber: Supply is dipping as the Honduran season ends, while Florida's harvest begins. Mexican volumes are down due to cool weather, but quality is strong. Warmer weather should boost production soon.

Eggplant: Mexico's supply is moderate, while Florida continues to see light supply due to reduced acreage on spring crops.

Lettuce (Iceberg): Active markets will continue with demand outpacing supply. Huron production begins next week, and light supplies are emerging in Oxnard. Yuma will have moderate to light availability, with strong quality and weights.

Lettuce Leaf: Romaine, butter, and leaf lettuce markets are active with rising demand. Expect stronger markets and higher romaine heart demand. Fringe and tip burn may increase with Yuma's high temperatures.

Pineapple: Pineapple supply will stay tight until mid-April, with peak volumes in May. Costa Rican pineapples are the main source, and large crownless pineapples are in high demand. Rain may affect yields and pricing.

Tomatoes: Tomato prices are rising due to lighter supplies, with shortages in Florida and Mexico. Round tomatoes are temporarily down, while greenhouse tomatoes remain steady, and Canada's spring crop will help ease pressure.

MARCH 19, 2025

CROP UPDATES

A high-pressure system will bring warm temperatures to the southwestern desert, increasing heat-related issues and insect populations. Central California begins harvest this week, though recent weather has impacted crops. Favorable weather ahead should improve yields and quality. [Read more](#)

WEATHER

California: High pressure returns Tuesday with morning lows in the 30s and highs in the mid 50s to mid 60s. A few showers may hit San Luis Obispo County, but skies will clear by Thursday, bringing warmer temps in the low 60s to low 70s by Saturday.

Mexico: Warm temperatures are expected through the weekend, with isolated showers producing less than 0.10" of rain. Max temps will range from the low 80s to low 90s, and lows will be in the 40s to 50s.

Florida: Wednesday will be dry, followed by scattered showers and thunderstorms in northern Florida. Rainfall will range from 0.02" to 0.15". Temperatures will drop Thursday into Friday, then warm over the weekend.

Arizona: A high-pressure ridge will bring warmer temps, with lows in the low 50s by Sunday and highs reaching the low 80s by Friday. Sunday will see mid 80s in Arizona and low 90s in southeast California, with gusty winds in Yuma on Tuesday.

FREIGHT

Florida's winter crop is winding down, reducing truck demand, while warmer weather out west signals the transition from Yuma to Salinas. Expect truck markets to become more active as regional growing seasons across the U.S. start.

PRO*FRESH
LOGISTICS

IN PEAK SEASON



Table of Contents



[Apples](#)



[Citrus \(Grapefruit\)](#)



[Melon \(Cantaloupe\)](#)



[Asparagus](#)



[Citrus \(Lemon\)](#)



[Melon \(Honeydew\)](#)



[Avocados](#)



[Citrus \(Limes\)](#)



[Melon \(Watermelon\)](#)



[Bell Peppers](#)



[Citrus \(Oranges\)](#)



[Mushroom](#)



[Berries \(Blackberries\)](#)



[Cucumbers](#)



[Onions](#)



[Berries \(Blueberries\)](#)



[Eggplant](#)



[Pears](#)



[Berries \(Raspberries\)](#)



[Garlic](#)



[Pineapples](#)



[Berries \(Strawberries\)](#)



[Grapes \(Green/Red\)](#)



[Potatoes](#)



[Broccoli](#)



[Green Onions](#)



[Squash](#)



[Brussel Sprouts](#)



[Kale](#)



[Stone Fruit](#)



[Carrots](#)



[Lettuce Iceberg](#)



[Tomatoes](#)



[Cauliflower](#)



[Lettuce Leaf](#)



[Celery](#)



[Lettuce Tender Leaf](#)

Commodity Updates



Apples

The apple market remains stable, so no need to worry about a sudden shortage—because let's be honest, nothing ruins a day like an apple emergency. Meanwhile, food service sizes are so abundant, you could probably build a house with them—though it wouldn't be the best house.

Commodity/Region	Supply	Price	Quality
Hudson, New York (September - June)	Steady	\$\$\$	Good



Asparagus

ALERT

Asparagus supplies are tightening on both coasts, with erratic weather in Caborca impacting production. Suppliers will push to meet demand through the Easter holiday pull. San Luis Rio Colorado will help offset Caborca's decline. Meanwhile, Peru is opening fields in late March and early April, providing a backup to Mexico in case weather or supply issues disrupt the Easter loading period.

Commodity/Region	Supply	Price	Quality
Caborca (Year Round)	Light	\$\$\$	Good
Ciudad Obregon (Year Round)	Light	\$\$\$	Good
Peru (Year Round)	Light	\$\$\$	Good



Avocados

ALERT

PrMarkets remain high with no signs of dropping soon. Harvest was paused yesterday for Benito Juarez Day, but work resumes today, and we'll see how many field trucks are active. Size structure remains the same, peaking on 60ct and smaller, with 48ct and larger priced higher. California's season is ramping up, but limited harvest is expected this week due to rain. Peak sizes in California are 48ct and 60ct. Elevated markets are likely to continue until supply improves in Mexico.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Light	\$\$\$	Good
California (April - July)	Light	\$\$\$	Good



Bell Peppers

Production in South Florida and Mexico remains steady, with larger sizes coming off the fields, resulting in more choice-grade availability. Some Mexican growers may wrap up their season earlier than usual, potentially by mid-April, which could tighten supply as we transition to the domestic season.

Commodity/Region	Supply	Price	Quality
Florida (November - May)	Steady	\$\$\$	Good
Mexico (Nov. - May)	Steady	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$ -Steady, \$ -High

Supply Partners



Commodity Updates



Berries (Blackberries)

Supply shortages are being reported as Cmx product is held for USDA inspections at the border. However, overall production should improve in the coming weeks with the start of the California season in early April.

Commodity/Region	Supply	Price	Quality
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California (Year Round)	High	\$\$\$	Good
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Berries (Blueberries)

Markets have strengthened, with Central Mexican product being favored for its high-quality fruit. Light volumes of West Coast blueberries are also available as the California season begins. Meanwhile, Peruvian offshore fruit is starting to arrive at ports after a seasonal shift in growing areas.

Commodity/Region	Supply	Price	Quality
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California (Year Round)	Steady	\$\$\$	Good
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Dover, Florida (Year Round)	Steady	\$\$\$	Fair
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McAllen, TX (October - May)	Light	\$\$\$	Good
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Berries (Raspberries)

Supplies from Baja and Central Mexico remain light, keeping markets elevated. However, higher production is expected in the coming weeks as we move into April.

Commodity/Region	Supply	Price	Quality
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California (Year Round)	Light	\$\$\$	Good
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McAllen, TX (October - May)	Light	\$\$\$	Good
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Berries (Strawberries)

Strong production is coming from Baja and California following last week's rains. Florida has passed its peak season but still produces high daily yields, flooding East Coast markets with moderate demand. Central Mexico is expected to wind down its season in the next week or two.

Commodity/Region	Supply	Price	Quality
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California (Year Round)	Steady	\$\$\$	Good
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McAllen, TX (November - May)	Steady	\$\$\$	Poor
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Dover, FL	Steady	\$\$\$	Good
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Price Key: \$\$\$ -Low, \$\$ -Steady, \$ -High

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Driscoll's
Only the Finest Berries™



Commodity Updates



Broccoli

Broccoli supplies and quality remain strong across all regions, with the market expected to stay steady through the weekend.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Santa Maria, California (Year Round)	Steady	\$\$\$	Good
Yuma, AZ (Nov. - May)	Steady	\$\$\$	Good



Brussel Sprouts

Both domestic and Mexican supplies remain strong, with no expected change in the overall volume outlook. Both bulk and processed categories are excellent options for promotion. Quality is generally very good, though occasional insect injury is seen in the domestic crop, while the Mexican crop is in good condition but may show some elongated seed cores or stems.

Commodity/Region	Supply	Price	Quality
Mexico (December-August)	Steady	\$\$\$	Good
Oxnard / Salinas, CA (May - July) (July-Dec)	Steady	\$\$\$	Good



Carrots

Harvest in the Imperial Valley is gradually ramping up next week, and the outlook remains positive. Lake Park, GA is shipping volumes of chunks, cellos, jumbos, and babies, with shipments expected to continue through May. A reminder to submit snack pack orders 48 hours in advance.

Commodity/Region	Supply	Price	Quality
Imperial Valley (February - May)	High	\$\$\$	Excellent
Kern County (October - Feb)	Steady	\$\$\$	Good
Various Northwest Regions (July - October)	Light	\$\$\$	Good



Cauliflower

Cauliflower supplies remain slightly limited, though overall quality is good. However, occasional off-color heads are being reported. Expect the market to stay steady, with prices on the higher side heading into the weekend.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Santa Maria, California (Year Round)	Steady	\$\$\$	Good
Yuma, AZ (Nov. - May)	Steady	\$\$\$	Good



Celery

The market is steady, with light production in Yuma all week. Several shippers are adding a surcharge for Yuma loads, as product is being transferred from Oxnard. This applies to both open market and contract orders. The best availability and pricing remain from the Oxnard/Santa Maria regions, with strong overall quality from most suppliers.

Commodity/Region	Supply	Price	Quality
Oxnard, California (Year Round)	Steady	\$\$\$	Good
Yuma, AZ (Dec - April)	Steady	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

Supply Partners



Commodity Updates



Citrus (Grapefruit)

Ruby Reds are available, with peak sizes at 56ct and smaller, and are being shipped from Riverside and the San Joaquin Valley.

Commodity/Region	Supply	Price	Quality
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California (Year Round)	Light	\$\$\$	Good
Texas (October - April)	Light	\$\$\$	Good



Citrus (Lemons)

Markets are firming up this week as rain helps the fruit size up. We're seeing tighter supplies on 140ct and smaller. The main regions, District 1 (San Joaquin Valley) and District 2 (Ventura County/Oxnard), are peaking on 115ct and larger.

Commodity/Region	Supply	Price	Quality
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Oxnard/Ventura (February - September)	High	\$\$\$	Good
San Joaquin Valley (October - May)	Steady	\$\$\$	Good



Citrus (Limes)

The market is slightly higher, with tight supplies of larger fruit (110/150ct) and peak volumes on smaller fruit (230/250ct). Expect active markets through next month. Consistent quotes for offshore Colombian fruit may help prevent price increases similar to last year.

Commodity/Region	Supply	Price	Quality
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Veracruz (Year Round)	Steady	\$\$\$	Good
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Citrus (Oranges)

Peak sizes have shifted to 72ct/88ct, with deals still available on smaller sizes. However, markets are strengthening due to limited harvesting caused by rain. Brix levels are around 13, making it a strong year for foodservice. Valencia oranges are expected to come into play by late May or early June.

Commodity/Region	Supply	Price	Quality
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San Joaquin Valley (Year Round)	High	\$\$\$	Excellent
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Cucumber

ALERT

Supply remains steady from offshore, Mexico, and Florida. Nogales will continue through May, transitioning to Baja in June. Florida will run through May, with Georgia taking over afterward.

Commodity/Region	Supply	Price	Quality
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Florida (Nov. - May)	Light	\$\$\$	Good
Mexico (November - May)	Light	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Commodity Updates



Eggplant

ALERT

Mexico's supply is moderate, while Florida continues to see light supply due to reduced acreage on spring crops.

Commodity/Region	Supply	Price	Quality
Mexico (Nov. - May)	Steady	\$\$\$	Good
Florida	Light	\$\$\$	Good



Garlic

Garlic quality is outstanding, and supplies are expected to stay strong in the coming weeks.

Commodity/Region	Supply	Price	Quality
East Coast (Year Round)	Steady	\$\$\$	Good
Bakersfield, California (Year Round)	Steady	\$\$\$	Good
Gilroy, California (Year Round)	Steady	\$\$\$	Good



Grapes (Green / Red)

The grape market is in that awkward phase with an oversupply that's outpacing demand, much like when your aunt brings her "famous" fruit salad to every family gathering. Quality varies—some grapes are perfect, while others look like they've been through a lot. Prices are so low, you might start thinking about a career in competitive grape stomping.

Grapes (Green)

Commodity/Region	Supply	Price	Quality
Mexico (May - June)	High	\$\$\$	Good

Grapes (Red)

Commodity/Region	Supply	Price	Quality
Mexico (May - June)	High	\$\$\$	Good



Green Onions

Green onion supplies remain plentiful with good quality, and this is expected to continue into next week.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good



Kale

Kale supplies are expected to be plentiful and of good quality this week, with more of the same anticipated heading into next week.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Oxnard, California (Year Round)	Steady	\$\$\$	Good
Yuma, AZ (Nov -May)	Steady	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Commodity Updates



Lettuce Iceberg

ALERT

Active markets will persist throughout the week, with demand exceeding supply. Production in Huron is expected to start next week, and light supplies have begun in Oxnard. Yuma will have moderate to light availability for the week. Weights and quality are expected to remain above average with most shippers.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Light	\$\$\$	Good
Santa Maria, California (March-December)	Light	\$\$\$	Fair
Salinas, California (May - October)	Light	\$\$\$	Fair



Lettuce Leaf

ALERT

Markets are active for romaine, butter, and green and red leaf, with overall demand rising across the industry. Stronger markets are expected throughout the week, along with increased demand for romaine hearts. Fringe and tip burn have been minimal, but this could change next week as Yuma experiences high temperatures in the growing regions for the remainder of the week.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Salinas, California (May - October)	Steady	\$\$\$	Fair



Lettuce Tender Leaf

Supplies are good with fair quality as we enter the Yuma season. Some leaf tip burn has been reported due to recent warmer weather in the area. Expect supplies to tighten as we approach the transition period.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Oxnard, California (Year Round)	Steady	\$\$\$	Fair
Yuma, AZ (Nov. - May)	Steady	\$\$\$	Good



Melon (Cantaloupe)

Cantaloupe pricing has stabilized and is starting to soften. The spring crop (third rotation) from Guatemala has arrived just in time for the Easter pull. Retail contracts are expected to begin at the end of March, increasing demand, and suppliers are preparing for this. The product is peaking on larger fruit.

Commodity/Region	Supply	Price	Quality
Central America (December - May)	Steady	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Commodity Updates



Melon (Honeydew)

Honeydew supplies are improving and are now available at all ports in CA, TX, FL, and the Northeast. Nogales honeydews from Mexico are also available, with the market peaking on larger sizes.

Commodity/Region	Supply	Price	Quality
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Arizona (June-July) (October-November)	Steady	\$\$\$	Good
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Melon (Watermelon)

Watermelon demand remains light, with supplies steady. Pricing is expected to stay steady this week, with better availability on larger sizes. Domestic watermelons will be available in June.

Commodity/Region	Supply	Price	Quality
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Arizona (June-July) (October-November)	Steady	\$\$\$	Good
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Mushroom

Promotable volumes are available, with pricing remaining steady at lower levels.

Commodity/Region	Supply	Price	Quality
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Nationwide	High	\$\$\$	Good
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Onions

Quality for storage crops is currently good to great, with a strong supply of red and yellow onions from Western ID and Mexican onions available from Texas. As the season nears its end, suppliers are open to making deals, particularly on jumbo red and yellow onions.

Commodity/Region	Supply	Price	Quality
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Eastern Orgeon/Parma, ID (August - April)	High	\$\$\$	Excellent
San Joaquin Valley (May - August)	Light	\$\$\$	Good
Tri-Cities, Washington (July - April)	High	\$\$\$	Good



Pears

Pears are in short supply, tighter than a pair of jeans after Thanksgiving dinner. Don't expect much relief until mid-July, when California's fresh Bartletts arrive. Washington's crop took a big hit, down 25% to 50%, with Bosc bearing the brunt. If you were hoping for an abundance, you're better off searching for a unicorn. Anjou is the main variety, so if you're stocking up, do it now—prices are only heading upward.

Commodity/Region	Supply	Price	Quality
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Hood River, Oregon (August-July)	Light	\$\$\$	Good
Yakima, Washington (August-July)	Light	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Commodity Updates



Pineapples

ALERT

Pineapple supply will remain tight until mid-April, with peak volumes expected in May. Over the next 3-4 weeks, size flexibility will be needed to manage supply and demand. Costa Rican pineapples are the main source, with contracted business taking priority. Large crownless pineapples are in high demand, and rain is expected to reduce yields until mid-April, impacting availability and pricing in the short term.

Commodity/Region	Supply	Price	Quality
Costa Rica (Year round)	Light	\$\$\$	Good



Potatoes

The market is steady this week, with stable pricing. Distributors are preferring DLVD over FOB pricing, as freight costs sometimes exceed the price of the potatoes. February was Idaho Potato Lovers Month, and our 4/4 campaign was a success. In March, 11 distributors are signed up. Color potatoes are available from FL and ND, while sweet potatoes are available from NC, Arkansas, and California. Mississippi is ending due to a short crop.

Commodity/Region	Supply	Price	Quality
Idaho Falls, Idaho (August-July)	Steady	\$\$\$	Good
Pasco, Washington (August-July)	Steady	\$\$\$	Excellent



Squash

Zucchini supply in South Florida remains steady, with increased volume expected from Central Florida in a few weeks. Yellow squash availability is limited due to reduced acreage and quality issues. The West is transitioning from Sinaloa to Sonora, with new plantings starting next week to help boost supply.

Commodity/Region	Supply	Price	Quality
Mexico (November - May)	Steady	\$\$\$	Good
Florida (Nov. - May)	Steady	\$\$\$	Good



Stone Fruit

California kiwi are still rolling in, but now imported varieties are joining the mix. Meanwhile, peaches, plums, and nectarines from abroad are creeping onto both coasts like budget travelers. With moderate supplies and light demand, this market should stay as calm as a cat in a sunbeam through the rest of the month and into April.

Commodity/Region	Supply	Price	Quality
San Joaquin Valley (May-October)	Steady	\$\$\$	Good



Tomatoes

ALERT

Tomato prices are up this week due to lighter supplies and shifting demand across regions. Roma, grape, and cherry tomatoes are in short supply in Florida and Mexico, driving costs higher, while round tomatoes are seeing a temporary dip in Southeastern U.S. output, increasing reliance on Mexico. Greenhouse tomatoes remain steady, with Canada's spring crop soon to help ease pressure.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Light	\$\$\$	Good
Florida (November - May)	Light	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

Supply Partners



Weather Updates



CALIFORNIA

High pressure returns Tuesday, bringing morning lows in the low to mid 30s to the Santa Ynez Valley and Cuyama, with mid 30s to low 40s elsewhere. Daytime highs will range from the mid 50s to mid 60s. The tail end of a low-pressure system may bring a shower or two to San Luis Obispo County. Skies will clear early Thursday, leading to a dry, slightly warmer period through the end of the week, with max temps reaching the low 60s to low 70s by Saturday.



MEXICO

Expect warm daytime temperatures over the next five days, with widely isolated shower activity through March 23rd. Any showers that do develop should produce less than 0.10" of rain. Max temps will range from the low 80s to low 90s through the weekend. Lows will be in the mid 40s to mid 50s on Wednesday and Thursday mornings, low 40s to low 50s on Friday morning, and mid 40s to mid 50s over the weekend.



FLORIDA

Wednesday will be dry, followed by isolated to scattered showers and thunderstorms in northern Florida as a cold front advances. Rainfall will generally range from 0.02" to 0.15" in most showers, with higher totals possible in some thunderstorms. The latter half of the week will be drier. Warm temperatures on Wednesday will drop with the passage of the front late Thursday into Friday, followed by a gradual warming trend over the weekend.



ARIZONA

A high-pressure ridge from the southwest will bring a steady warming trend to the low deserts. Morning lows will rise from the mid-upper 40s on Wednesday to the low-mid 50s by Sunday. Highs will range from the upper 60s to mid 70s in most areas on Wednesday, warming to the low-mid 80s by Friday. By Sunday afternoon, expect mid-upper 80s in Arizona and mid 80s to low 90s in southeast California. Northerly winds in Yuma County on Tuesday morning and afternoon will gust to 15-20 mph, decreasing overnight.

For more information: <https://www.ventusky.com/?p=31.4;-89.7;3&l=rain-3h>

Freight Updates



This week we see Florida winter crop diminishing creating a lull in demand for trucks, out west, weather is warming and talk of transition from Yuma to Salinas is becoming more relevant. Expect truck markets to become active as regional growing deals across the US come online with the change of seasons



U.S. On-Highway Diesel Fuel Prices*(dollars per gallon)

[full history](#) [XLS](#)

	03/03/25	03/10/25	03/17/25	Change from	
				week ago	year ago
U.S.	3.635	3.582	3.549	▼ -0.033	▼ -0.479
East Coast (PADD1)	3.742	3.699	3.679	▼ -0.020	▼ -0.448
New England (PADD1A)	4.037	4.031	3.987	▼ -0.044	▼ -0.313
Central Atlantic (PADD1B)	3.926	3.907	3.869	▼ -0.038	▼ -0.432
Lower Atlantic (PADD1C)	3.643	3.587	3.577	▼ -0.010	▼ -0.469
Midwest (PADD2)	3.551	3.497	3.463	▼ -0.034	▼ -0.492
Gulf Coast (PADD3)	3.343	3.284	3.245	▼ -0.039	▼ -0.500
Rocky Mountain (PADD4)	3.478	3.414	3.376	▼ -0.038	▼ -0.592
West Coast (PADD5)	4.303	4.250	4.203	▼ -0.047	▼ -0.436
West Coast less California	3.829	3.768	3.715	▼ -0.053	▼ -0.433
California	4.850	4.807	4.766	▼ -0.041	▼ -0.437

*prices include all taxes

For more information: <https://www.eia.gov/petroleum/gasdiesel/>

Crop Updates



High pressure builds out west following weeks of rain, winds and cold temperatures. The high-pressure system is forecast to strengthen and stall over the southwest through next week. This will bring very warm temperatures (upper 80s to low 90s) to the desert regions and above average temperatures to Central and Southern California.

The warm temperatures in the Southwestern Desert regions will increase insect populations as well as heat related problems (tip/internal burn, seeders, weaker texture) as the season winds down.

In the transition region of Central California (Huron) harvests are set to begin this week with lettuce and leaf items. Recently cool temperatures, rains and hail in the region have impacted some of the acreage. Many stands are showing signs of insect intrusion with numerous small insects (gnats, aphids, thrips) reported. This looks to remain a problem through the brief transition period.

With the end of the rains growers are currently evaluating the fields in the Salinas and Santa Maria Valleys. The precipitation will likely increase mold, mildew and disease pressure in these upcoming stands. These spring crops were planted over the winter and have been in the ground for a long time, providing ample opportunities for problems to arise in the fields. In between recent storm systems, these stands have seen generally good growing conditions this season with harvests set to begin in late March.

On the bright side moderate demand has kept supplies in check and upcoming weather patterns look favorable. This should help crops return to a more seasonal growth cycle and improve yields and quality.



TIM LYNCH

QUALITY ASSURANCE MANAGER