

WEEK 5

# MARKET UPDATE

BY

  
primo  
— trading services, llc —

# CITRUS

**Limes:** Stable Market – Despite an increase in imports, lime market remains stable. Growers continue to limit harvest in an attempt to keep US Market stable. We believe market will see a drop after next week due to a drop in consumption.

**Lemons:** Hot Market! Currently demand exceeds supply, with almost no availability to establish a market out of Texas. We will kick off harvest on a late grove in the coming weeks which should carry us until we start a short off bloom crop in March.

**Juice Oranges:** Active Market! Vitamin C demand at the consumer level continues to keep the citrus category trending above average numbers. We will continue offering strong ads thru February as we fully transition into Val's. Currently the crop continues to peak on mostly middle sizes 80/88ct, this should hold thru the remainder of the season.

**Dancy Tangerines:** Hot Market! We are entering the final weeks of the season; prices are holding at \$24-26 FOB across all sizes. We will make one final push thru Chinese New Year, then begin to wind down the season soon after!

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*Super Bowl Week/Cold Front Causing Havoc- Overall we have seen a drop in demand across most commodities due to Super Bowl & Cold Front which has caused closures in certain parts of the country.*

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# VEGETABLES

**Jumbo Carrots:** Stable Market! Supply gaps continue across all growing regions in Mexico, we are currently in transition to new crop carrots in the Pacific Coast. All indications point Canadian storage carrots are winding down, we should feel a pull in the coming weeks.

**Broccoli Crowns (Asian Cut):** Depressed Market! Excess supplies with no demand have killed the broccoli market. All growing regions seem to be going strong California, Georgia, Texas & Mexico imports are coming in by waves.

**Green Beans:** Stable Market! Market continues firm at \$24 FOB Texas with more domestic supplies coming out of Florida. We will be transitioning to the Pacific growing region in the coming weeks, march we will be seeing an increase in production once we are in full transition.

**Cabbage:** Active Market! Current week has been slower than previous weeks however overall movement continues steady on cabbage. Market has adjusted down to \$9-9.50 FOB Texas and with ST. Patty's Days ads around the corner movement is expected to get stronger.

**Chayote Squash:** Market Correction! Market has stabilized down to \$22 FOB Texas, more supplies available and no cold front which will affect production for current week.



# VEGETABLES

**Celery:** Steady Market: Super Bowl demand for celery has increased and we have seen prices once again jumped to \$24 FOB on the spot market. We anticipate the market will hold or rise thru End of Month.

**Cauliflower:** Firm Market! Currently we are seeing an increase in demand as off shore imports are seeing prices above \$30, Texas has light production but not enough to fill supply chain. We will continue filling orders with Mexico Cauliflower for the coming weeks and prices are expected to hold in the \$15 FOB range.

Until next week,

*the Primo team...*

