

FRESH LINK MARKET REPORTS

April 11, 2024 | Fresh-Link East | 800-220-1010 | infoFLE@freshlinkproduce.com

Bell Peppers-

The bell pepper market has remained somewhat steady, hovering in the mid to low teens. There is abundant supply and the quality has been excellent. Next week we will see growers starting up in the central Florida fields which will bring on even more supply. With no rain or wind in the forecast for the next several days, we anticipate a steady market with greater availability in the crown pickings due to the newer crops farther north.

Cucumbers –

There is finally decent volume on domestic cucumbers in Florida. The market is holding, as it has been for the better part of 2 weeks, waiting to react to Nogales markets as Nogales has vastly more cucumber deals working in the Spring. Florida quality has been excellent on cukes, due mostly to the perfect weather conditions of late.

Eggplant –

Eggplant has come on quickly in the central Florida growing regions. The Plant City area has one of the bigger and better eggplant deals in the southeast so we can expect ample volume and excellent quality through the remainder of the Florida Spring season, as long as the weather cooperates.

Squash-

As growers move into new fields, the squash market has spiked just a bit, moving off the floor and into the mid-teens on yellow while green has only increased by a couple of dollars. Georgia will start picking squash on Monday which will drop this market right back down again. There is a long stretch of warm, dry weather coming to Florida so we may even see lower markets again by the weekend.

Corn-

Florida corn pricing has remained steady. With no floor this Spring, growers have struggled on where to fall on price. There is a tremendous amount of corn available right now, yet the market cannot quite move off of \$12.95.

