



Weekly Market Report

A GARDEN AT YOUR FINGERTIPS



Tuscan Salads Farmer's Selection offers a variety of hand-harvested, whole heads of red and green tender leaf lettuces. Packed by color to give chefs the ability to customize their salad blend, Farmer's Selection serves up unlimited possibilities.

[Learn More](#)

VISIT US AT BOOTH 750

CPMA ACDFL

CONVENTION+TRADE SHOW EXPO-CONGRÈS **VANCOUVER** 2024

Learn about our Tuscan Salads blends and much more by
connecting with Brian Bengard, Jeff Church, and Ernst van Eeghen
at CPMA this week!



Steve's Weekly Update



Weather

Salinas will be on the mild side, with possible rain on Friday.

Salinas, CA 59-66° 51-52°

SJB, CA 61-66° 48-50°

King City, CA 69-79° 46-51°

NYC, NY 55-58° 38-47°

Quality

Green Leaf, Cauliflower and Broccoli quality looks good. Iceberg has lighter weights and mildew pressure.

Romaine weights are good to fair with anthracnose and mildew pressure.

Forecast

Markets should continue to be good, with plenty of supply. We are a couple of weeks away from Mother's Day, and the demand should start this week.

DIRECT FIELD PACK COMMODITIES



ICEBERG

DEMAND



good

SUPPLY



fair-good

QUALITY



good



GREEN LEAF



CELERY



Iceberg: Lettuce supplies are still slightly below budget, as the fields are growing slowly. Head size and weights are lighter than normal. Quality is good, but solidity is slightly softer due to the slow growth. Outside growing areas are starting to finish, and that will keep the market active with lighter supplies industry-wide. The forecast is for prices to hold steady at current levels.

Green Leaf: Production in Salinas Valley is steady. Overall quality is good. Current markets are steady with good demand.

Celery: We have steady supplies this week all from Oxnard. Market is better around \$18-23 with \$3 higher in Salinas for transfers.



GREEN ONIONS



ROMAINE



ROMAINE HEARTS



With warming temperatures in the desert recently, we are seeing very good yields this week.

Production on Romaine and Romaine Hearts is steady; overall quality is good to fair with minimal defects on quality. Current markets are showing strength, with good demand for Romaine. Current markets for Romaine Hearts are active with strong demand.



CAULIFLOWER

DEMAND



good

SUPPLY



fair

QUALITY



good

Cauliflower supplies are expected to be light for the next two weeks.



SWEET BABY CAULIFLOWER

DEMAND



fair

SUPPLY



good

QUALITY



good

Ask your Church Brothers sales representative for more information on this versatile, on-trend item! Quality, texture, color, and sizing put this item in a category all its own.



BROCCOLI

DEMAND



good

SUPPLY



good

QUALITY



good



SWEET BABY BROCCOLI

DEMAND



good

SUPPLY



good

QUALITY



good



BRUSSELS SPROUTS

DEMAND



good

SUPPLY



good

QUALITY



good

Broccoli: Supplies are steady this week.

Sweet Baby Broccoli: Quality is good.

Brussels Sprouts: Total industry supplies look to be heavy again for the coming week and open market continues to have a soft tone. Quality is good; promotable volume is available for the coming 2-3 weeks.



GREEN CABBAGE



Supplies will be limited this week and next as we transition seasons.



RED CABBAGE



Supplies will be limited this week and next as we transition seasons.



NAPA CABBAGE



We will begin with our internal grower on Monday 4/29 which will open up our supplies.







BUTTER LETTUCE



Production in Salinas is steady. Overall quality is good. Demand is good and markets are slightly lower.



LITTLE GEM LETTUCE



Supplies continue to be very strong and there is heavy volume for the coming week; promotional volume and extra capacity are available with notice—call for details.





BABY ROMAINE

TUSCAN SALADS FARMER'S SELECTION

BOK CHOY



Production in Salinas is steady with great quality. Demand remains strong. Consult with your Church Brothers Farms sales representative to gain more information on this versatile product.



Strong yields are creating heavy volume; quality is excellent and Farmer's Selection is a great item for promotion.



We started with our internal grower on Saturday 4/20 and now have two growers.



KALE

DEMAND



fair

SUPPLY



fair

QUALITY



good

Kale supplies are expected to be light this week as we are done harvesting our Mexican plantings. We will start with light volume in Salinas this Wednesday/Thursday.



CILANTRO

DEMAND



fair

SUPPLY



good

QUALITY



good

Cilantro supplies are expected to be plentiful this week. Opportunity for promotion.



PARSLEY



Italian Parsley supplies will be limited for the next few weeks and quality is fair.

CENTRAL MEXICO MIXED VEGGIES



CHEF READY PEPPERS

GREEN BELL PEPPERS

12 lb Liner, 24 lb Liner, 48 lb Bulk Pack

RED BELL PEPPERS

12 lb Liner, 24 lb Bulk Pack

Supplies are good on Green Bells but light on Reds.



BROCCOLI

ICED & ICELESS

Supplies are good this week.

FLORETS

Supplies are steady.

VALUE ADDED • READY TO USE



TENDER LEAF [See our full tender leaf line >](#)



ARUGULA

DEMAND



good

SUPPLY



good

QUALITY



fair

Supplies are good while quality is fair this week.



BABY KALE BLEND

DEMAND



good

SUPPLY



good

QUALITY



good

Supplies and quality are good this week.



SPINACH

DEMAND



good

SUPPLY



good

QUALITY



good

Supplies and quality are good this week.



SPRING MIX

DEMAND



good

SUPPLY



good

QUALITY



good

Supplies and quality are good this week.



TUSCAN SALADS - THE ORIGINAL

DEMAND



good

SUPPLY



good

QUALITY



good

Supplies and quality are good this week.

ITEM
of the
WEEK

ITEM OF THE WEEK:

Chef Ready Peppers

Our Chef Ready peppers have the stems and seeds removed. This offers consistent quality, size uniformity, convenience, and is 100% usable.

[Learn More >](#)



WHOLE LEAVES

[See our full whole leaf line >](#)





GREEN LEAF

ROMAINE

READY LEAF

BURGER & SANDWICH LEAF

DEMAND	SUPPLY	QUALITY
 good	 good	 good

DEMAND	SUPPLY	QUALITY
 good	 good	 good

DEMAND	SUPPLY	QUALITY
 good	 good	 good

DEMAND	SUPPLY	QUALITY
 good	 good	 good

FRESH CUT

[See our full fresh cut line >](#)



VA CABBAGE



VA LETTUCE



VA ROMAINE





VA KALE



FLORETS

[See our floret offerings >](#)

MINI BROCCOLI FLORETS



Supplies are steady this week.

BROCCOLI FLORETS



Supplies are good this week.



CAULI FLORETS



VA cauliflower supplies are expected to be light for the next two weeks.

MINI CAULI FLORETS



VA cauliflower supplies are expected to be light for the next two weeks.

[See our fresh herb selection >](#)



CILANTRO

PARSLEY

DEMAND



good

SUPPLY



good

QUALITY



good

DEMAND



good

SUPPLY



good

QUALITY



good

Supplies and quality are good this week.

Supplies and quality are good this week.

ORGANICS

[See our organic offerings >](#)



ORGANIC ARUGULA

ORGANIC SPINACH

ORGANIC SPRING MIX



Supplies are good while quality is fair this week.

Supplies and quality are good this week.

Supplies and quality are good this week.