



Weekly Market Report



— Your —
ONE-STOP SHOP
♦♦♦ *Just Got Better* ♦♦♦

NEW SHIPPING LOCATION

1230 Hansen Street, Salinas, CA 93901

Appointments: 800-799-9476

Important Info:

- Call the Appointment line as usual. Note there is limited long term truck parking at 1230 Hansen
- Dispatch will call with loading door assignment
- Confirm at dispatch window pickup number and dock door

Recommended Waiting Locations:

- Love's Travel Stop, 1264 De La Torre Street, 831-500-6979
- Pilot Travel Center, 951 Work Street, 831-775-0380



***Please confirm your exact pick up location with your CB sales rep**

SEPC RECAP



2025 is off to a great start as we had a successful show at SEPC Southern Exposure. We had great conversations about our products and services, including our newly launched One-Stop Shop campaign. Next stop - Montreal, Canada!



Weather

Rain is forecasted for the desert this Tuesday and Thursday with cooler weather throughout the week. Salinas will be mild however it is forecasted to have 6 days of rain starting Wednesday.

Salinas, CA 52-63°; 40-46°

Yuma, AZ 65-83°; 46-51°

NYC, NY 48-61°; 34-43°

Quality

We are forecasting fair to good quality throughout the week. Even though there's been no ice for 9 days, there is still epidermal peel present in the lettuces.

Forecast

Demand should continue to be good with better weather in the East, along with springtime demand.

DIRECT FIELD PACK COMMODITIES



ICEBERG



GREEN LEAF



CELERY



Iceberg: Lettuce supplies are slightly higher than budget but demand last week was finally back to normal. If we continue to get better demand, we will be back to normal budget numbers by midweek. Quality is good. Imperial Valley is almost finished and most of our cartons have transitioned back to Yuma for the balance of the season. Potential rain this week could be both a harvest and quality issue. The forecast this week is for prices to firm up and start to increase daily.

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

Celery: Supplies and quality are good this week. Market continues to be steady.



GREEN ONIONS



ROMAINE





ROMAINE HEARTS



We have very good supplies for the next two weeks.

Romaine and Romaine Hearts are in full harvest in Yuma. We are starting to see blister in the plants from the cold weather. The market is steady and demand is fair.



CAULIFLOWER



Cauliflower supplies are expected to be at budgeted numbers this week. Overall quality continues to be nice, however we are seeing some occasional off-color heads.



SWEET BABY CAULIFLOWER



Quality, texture, color and sizing of this item is in a category all on its own. See for yourself - consult with your Church Brothers sales representative for more information on this versatile, on-trend item!



BROCCOLI



SWEET BABY BROCCOLI



BRUSSELS SPROUTS



Broccoli: Supplies are good this week.

Sweet Baby Broccoli: Quality is good.

Brussels Sprouts: Both domestic and Mexico supplies remain strong and the open market tone continues to be soft due to strong collective volume in the industry. Both bulk and VA categories are great options for promotion. Overall quality is very good; some occasional insect injury is present in the domestic crop; Mexico crop is showing good condition but some elongated seed core/stem.



GREEN CABBAGE



Supplies and quality are good this week. Market is up slightly.



RED CABBAGE



Supplies and quality are good this week. Market is up slightly.



NAPA CABBAGE



Weather has pushed the crop further but we will not be back to regular supply until we finish the Winter pull and get back up to Salinas.





BUTTER LETTUCE



Production in Yuma is steady. Good quality and size profile. Demand and markets remain steady.



LITTLE GEM LETTUCE



Production should be normal for this week with possible surplus volume; warming temperatures have helped improve growth. Expect to see a significant drop in volume beginning next week and continuing into the week of 3/24. Quality is generally good but evidence of frost/chill damage are still present with occasional fringe burn, outer rib discoloration and blister.



PETITE ROMAINE

TUSCAN SALADS FARMER'S SELECTION

BOK CHOY



Production in Imperial Valley is steady. Demand continues to be good. Consult with your Church Brothers Farms sales representative to gain more information on this versatile product.



Supplies remain strong and extra production capacity is available with notice. Quality is mostly good but some components still show evidence of frost and chill damage around rib areas.



Supplies and quality are good out of Yuma. Bok Choy sales are slow but steady.



KALE



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



CILANTRO



Cilantro supplies are expected to be at budgeted numbers this week. Quality has improved with occasional signs of freeze damage.



ITALIAN PARSLEY



Supplies and quality are good this week. This will continue for the remainder of the season.



PARSLEY



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

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 steady on greens and out of reds.



BROCCOLI

ICED & ICELESS

Supplies are lighter this week

FLORETS

Supplies are lighter this week.

VALUE ADDED • READY TO USE



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



ARUGULA

DEMAND



good

SUPPLY



fair

QUALITY



fair



BABY KALE BLEND

DEMAND



good

SUPPLY



fair

QUALITY



fair



SPINACH



SPRING MIX



TUSCAN SALADS - THE ORIGINAL



WHOLE LEAVES

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



GREEN LEAF

ROMAINE

READY LEAF

BURGER & SANDWICH LEAF

DEMAND  good	SUPPLY  good	QUALITY  good
DEMAND  good	SUPPLY  good	QUALITY  good
DEMAND  good	SUPPLY  good	QUALITY  good
DEMAND  good	SUPPLY  good	QUALITY  good

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



VA CABBAGE

DEMAND  fair	SUPPLY  good	QUALITY  good
-------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------



VA LETTUCE

DEMAND  good	SUPPLY  good	QUALITY  good
-------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------



VA ROMAINE



VA KALE



FLORETS

[See our floret offerings >](#)

MINI BROCCOLI FLORETS



Supplies are lighter this week.

BROCCOLI FLORETS



Supplies are lighter this week.



CAULI FLORETS

DEMAND



fair-
good

SUPPLY



good

QUALITY



fair-
good

Supplies are expected to be plentiful this week. Opportunity for promotion.

MINI CAULI FLORETS

DEMAND



fair-
good

SUPPLY



good

QUALITY



fair-
good

Supplies are expected to be plentiful this week. Opportunity for promotion.

FRESH HERBS

[See our fresh herb selection >](#)



CILANTRO

PARSLEY

DEMAND	SUPPLY	QUALITY
good	fair	fair
DEMAND	SUPPLY	QUALITY
good	fair	fair

Supplies and quality are fair this week.

Supplies and quality are fair this week.

ORGANICS

[See our organic offerings >](#)



**ORGANIC ARUGULA
ORGANIC SPINACH
ORGANIC SPRING MIX**

DEMAND	SUPPLY	QUALITY
		
fair	good	fair

DEMAND	SUPPLY	QUALITY
		
fair	good	fair

DEMAND	SUPPLY	QUALITY
		
fair	good	good

Supplies are good and quality is fair this week.

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Supplies and quality are good this week.