



Weekly Market Report

PLENTIFUL SUPPLIES: *Petite Romaine*



This item delivers a fun and healthy way to serve food—perfect for taco-style creations and more! The shorter, cupped romaine leaves are versatile across all types of menus, offering a high yield from each head. Good news - we have lots of it. Get yours now!

[Learn More](#)



Weather

It will be mild in Salinas and warmer in King City. The desert is still hot but we are almost done.

Salinas, CA 59-71°; 45-49°

SJB, CA 61-75°; 45-48°

King City, CA 65-85°; 44-50°

NYC, NY 56-75°; 48-54°

Quality

Quality is looking good in the Salinas Valley.

Forecast

Demand will continue to improve as Mother's Day is May 11th and typically April and May are our biggest demand months. The markets will be relatively steady.

DIRECT FIELD PACK COMMODITIES



ICEBERG



GREEN LEAF



CELERY



Iceberg: Lettuce supplies are getting closer to budget. Last week, we started in Salinas with some small sizes and lighter than normal weights. This week we will size up and get back to normal. Overall quality from the start has been very good. The markets have had a wide range with outside growing areas still going (Huron) but Salinas will still be the premium loading area.

Green Leaf: Production in Salinas Valley is steady. Sizing and weights continue to show improvement. Overall quality is good. Current markets are steady with good demand.

Celery: Supplies and quality are excellent. Markets and demand are steady with promotable volumes available.



GREEN ONIONS

DEMAND



SUPPLY



QUALITY



ROMAINE

DEMAND



SUPPLY



QUALITY



ROMAINE HEARTS



Supplies and quality are good this week.

Romaine and Romaine Hearts have started in Salinas. Weights are good. Quality issues may be present with little fringe burn and light cupping. We are hitting springtime with warmer weather now and insect pressure will be active. The market is trending slightly higher with increased demand.



CAULIFLOWER



Cauliflower supplies are expected to be at budgeted numbers this week.



SWEET BABY CAULIFLOWER



Supplies are good and quality is fair.



BROCCOLI



SWEET BABY BROCCOLI



BRUSSELS SPROUTS



Broccoli: Supplies are steady this week.

Sweet Baby Broccoli: Quality is good.

Brussels Sprouts: The sprout market continues to be very active; total industry supplies are well below normal and demand is strong. Open market prices continue to advance and this will likely be the trend for the coming 2-3 weeks.



GREEN CABBAGE



Supplies and quality are excellent. Markets and demand are slightly lower. Promotable volumes are available.



RED CABBAGE



Supplies and quality are excellent. Markets and demand are slightly lower with promotable volumes available.



NAPA CABBAGE



We started with our internal grower last week. Supplies and quality are both in good shape and we should continue to see improvements as we get further into the season.







BUTTER LETTUCE



Production in Salinas Valley is steady. Supplies are steady with good quality. Demand is good and markets are steady.



LITTLE GEM LETTUCE



Supplies in the gem category are excellent for the coming 1-2 weeks. Quality is excellent and the category is a great choice for promotion. Ask about our 30lb bulk pack---a great option for foodservice applications.



PETITE ROMAINE

TUSCAN SALADS FARMER'S SELECTION

BOK CHOY



Production in Salinas 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 are much improved as well and there should be no issues with availability for the coming week. Quality is excellent.



We have started with our internal grower last week. Supplies and quality look good.



KALE



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



CILANTRO



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



ITALIAN PARSLEY



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



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 steady this week.

FLORETS

Supplies are light this week.

VALUE ADDED • READY TO USE



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



ARUGULA

DEMAND



good

SUPPLY



good

QUALITY



good



BABY KALE BLEND



SPINACH



SPRING MIX





TUSCAN SALADS - THE ORIGINAL



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



VA CABBAGE



VA LETTUCE



VA ROMAINE





VA KALE

DEMAND



good

SUPPLY



good

QUALITY



good

FLORETS

[See our floret offerings >](#)

MINI BROCCOLI FLORETS

DEMAND



good

SUPPLY



good

QUALITY



good

Supplies are steady this week.

BROCCOLI FLORETS

DEMAND



good

SUPPLY



good

QUALITY



good

Supplies are steady this week.



CAULI FLORETS

DEMAND



good

SUPPLY



good

QUALITY



good

VA cauliflower supplies are expected to be at budgeted numbers this week.

MINI CAULI FLORETS

DEMAND



good

SUPPLY



good

QUALITY



good

Supplies are expected to be at budgeted numbers this week.

FRESH HERBS

[See our fresh herb selection >](#)



CILANTRO

PARSLEY



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

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

Supplies and quality and fair this week.

Supplies and quality are good this week.

Supplies and quality are good this week.