



# Trendspotting

*WITH CRAIG LEVITT*

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**Trendspotting: Prices remain volatile as spring approaches**

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By

Craig Levitt

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Light supply on both coasts, combined with strong demand, has average cucumber prices at \$40, according to [ProduceIQ](#) Founder and CEO Mark Campbell.

“Like last year’s week eight supply situation, Mexican volume and East Coast imports from Honduras are significantly below the norm. With Florida’s producers still two weeks out, the sky is the limit for cucumber prices,” he said.

Following a spell of wet weather out west, the sun is shining again; however, the aforementioned rains have lettuce markets “visibly downtrodden,” said Campbell. Defects such as epidermal peel, blistering and discoloration are common in lettuce commodities such as Romaine and Iceberg.

ProduceIQ reported that Iceberg prices are up 62 percent over the previous week to a 10-year high, and romaine is up 22 percent. “Supply and prices should quickly recover with more favorable forecasted growing conditions,” said Campbell.

“Speaking of recovery, Bell pepper markets have practically joined AA,” said Campbell. “Surprisingly, supply for green or colored Bells hasn’t improved noticeably, but demand has cooled to the point of dropping average prices 27 percent over the previous week.”

He expects supply to increase steadily as growing conditions improve in the East and West.

Supply shortages for round and Roma varieties have average tomato prices up 22 percent over the previous week. Prices for grape and cherry varieties are trending downward due to increasing supply.

[Craig Levitt](#)

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## About Craig Levitt |

When his dreams of becoming a professional hockey player came crashing down due to lack of talent, Craig Levitt turned to journalism. He graduated from Hofstra University in 1992 and has covered various areas of the retail food trade since 1996. Craig joined The Produce News in 2017 and is now managing editor. In his spare time, Craig still plays men's league hockey (poorly) and enjoys walking the aisles of his favorite supermarket with his wife and two daughters.

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