



# MARKET UPDATES

Week of March 30, 2026



## Seafood

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### SEASONAL SPOTLIGHT

- This week's seasonal spotlight items are:
- Catfish Fillet 7 - 9oz, 10 Lb. Case. Source: USA (#WB724).
- Oyster Katama Bay 100 Ct. Source: Massachusetts (#NW832).
- Both are available for delivery: 4/2, 4/3, 4/4.
- Advance notice is appreciated to ensure we pull enough inventory to meet demand.

View the full Seasonal, Fresh, Specialty Seafood list, include our Oyster List, here: <https://blackriverproduce.com/resources/updates/#regional-seafood>

### COD LOINS AND FILLETS

- Slight price increase; supplies expected to fluctuate. See attachment on page 5.

### HADDOCK ICELANDIC

- Price increase on Haddock Lg Skin-On (#NW872) and Haddock Lg Skinless (#NW874)
- Supplies expected to fluctuate.

### STRIPED BASS FILLET

- Striped bass fillets currently available.
- Will remain a late line item. (24-hr lead time).
- Reminder striped bass is not allowed to ship to New Hampshire businesses per New Hampshire state laws.

### CANADIAN SALMON

- Slight price increase.

### FAROE ISLAND SALMON

- Slight price increase; additional increases expected.

### SWORDFISH

- Slight price increase.

### HALIBUT FILLET

- Price increased.

### LIVE LOBSTERS

- Prices increased; limited availability on 1.5 lb hard shell.

### ORCA BAY TILAPIA

- Retail Tilapia 12x10oz (#EJ102) delayed.
- FDA has not released shipment. No ETA.

### ORCA BAY PERCH OCEAN FILLETS

- Perch Ocean Fillets 12x10 oz (#EJ108) are temporarily out of stock. ETA approximately 3 weeks.

### ORCA BAY MAHI MAHI

- Mahi Portions (#F9704) remain in extremely tight supply; global shortages continue.

## Specialty Grocery

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### ALL SEASONINGS

- Price increases on Oregano (#WC636 / #EH816) and Italian Seasoning (#TAD24) due to market conditions.

### VEGETABALL'S FARM

- Basil shortage impacting current orders.
- Items may gap prior to next expected delivery on Friday, April 3.

### ROLAND FOODS

- Now in stock: Roland Foods Superfino Carnaroli Rice 12/35oz (#P0970,)

### TRE TAP AND SAP! BEVERAGES

- New item reminder all skus are now in house.

## Meat

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### NORTH COUNTRY SMOKEHOUSE

- Oven Roasted Turkey Organic 12/6oz (#WD060) and Smoked Turkey Organic 12/6oz (#TE752) will be unavailable until early May due to raw material shortages.

### CAVENDISH GAME BIRDS

- Pheasant Whole Hen Local Frozen (#EW682) will be unavailable until October.

### TF KINNEALEY MEATS

- Price increase on Ranahan Ranch Ground Beef Fine 80/20 Chub 2/5lb (#HHP52).

### CLUCK-YA POULTRY

- New line of poultry, landing April 9.
- Air-chilled for superior flavor and tenderness without added water.
- Sourced through partnerships with local farms committed to sustainable and humane practices.
- Raised with no antibiotics or growth hormones.

# Cheese & Dairy

## VON TRAPP FARMSTEAD

- Wholesale yogurt program discontinued.
- Final shipment arriving this week; inventory expected to last through approximately April 17.

## BUTTERWORKS FARM

- Organic Heavy Cream (#EJ164) returning in the coming weeks.

## PIPS (CAVENDISH GAME BIRDS)

- Reminder: Now stocking Pips Quail Egg Snack packs. (#BCD06); featured in April Harvest Highlights and Retail Ad Planner.
- Protein-packed quail eggs, ready to eat.
- Great for grab-n-go!

# Produce

## FRESH ORIGINS/PEAK

- The following codes below will be moved to the Peak code, effective 3/24.
- A market directed sub will be turned on during this transition period.

Stocked items:	New Code	Old Code
Microgreens Cilantro 8oz	#BBM48	#CP518
Microgreens Blood Bulls 8oz	#BBM42	#VT816

## Late Line Items:

Chef's Blend 4oz	#BBM44	#GF028
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## New Late Line items added

Microgreens Basil Italian 4oz	#BBM38	n/a
Orchids Multi Color 100ct	#BBM28	n/a
Flower Edible Prem Assortment Mix 3oz	#BBM26	n/a
Flower Orchid Decorative Purple 50ct	#BBM32	n/a
Flower Orchid Decorative Purple 100ct	#BBM30	n/a
Microgreen Cilantro 4oz	#BBM46	n/a
Microgreens Chef's Blend 8oz	#BBM36	n/a

## Note:

- Orchid Multi Color 50ct (#TJ272) code will remain unchanged and item will remain stocked.
- Microgreens Basil Italian 8oz (#CP510) code will remain unchanged and item will remain stocked.

## ASPARAGUS

- Mexican production limited due to cooler weather in San Luis and Caborca.
- Peruvian volumes declining seasonally.
- Markets relatively steady despite reduced output.
- Supplies expected to remain tight over next 7–10 days.

## BLACKBERRIES CV/OG

- Production continues in Central Mexico; supplies tightening as crops move past peak.
- Volumes expected to improve by mid-March and stabilize into April.
- Overall quality remains good.

## BLUEBERRIES CV/OG

- Supplies slightly limited despite recent increase in Mexican production.
- Mexican volumes expected to hold for 1–2 weeks, with peak production projected late April.
- Short-term dip anticipated before next peak window with solid expectations weeks 16–18.
- Quality strong; overall outlook favorable.

## BROCCOLI CV/OG

- Supplies tightening; quality fair.
- Weather in Yuma impacting quality with reports of browning and pin rot.
- Growers holding to averages.

## BROCCOLINI

- Supplies extremely limited; quality good.
- Weather impacting harvest.
- Growers holding to strict averages; prorates up to 20%.

## BRUSSELS SPROUTS

- Supplies and quality improving.
- Insect pressure and internal browning still present.
- Market no longer escalated; continued improvement expected.

## CAULIFLOWER CV/OG

- Supplies tightening; quality fair.
- Market at extreme levels.

## CARROTS

- Ongoing supply challenges across key items.
- Full recovery not expected until May.

## CELERY CV/OG

- Quality good; supplies limited.
- Weather impacting harvest.
- Growers holding to strict averages on VA and carton celery.
- Full relief not expected until April.

## CORN

- Markets at historically high pricing due to significant Florida crop losses (~80%).
- Mexican production remains light.
- Act of God declarations in effect on program businesses.
- Quality fair with smaller ears and immature kernels.
- Volatility expected through April.

## CUCUMBERS

- Supplies lighter out of Nogales and McAllen; quality mixed.
- Florida supply limited due to freeze; increased reliance on imports.
- Market volatility expected through April.

## GREEN BEANS

- Florida supply severely impacted by freeze; extreme shortages and volatility expected.
- Act of God declarations in effect; prices rising daily.
- Mexican supply also lighter due to cooler weather.
- Quality fair; challenges expected through early April.

# Produce continued

## LETTUCE

- Supplies good; weights remain light.
- Weather impacting harvest and quality.
- Insect pressure and mildew affecting yields and shelf life.
- Romaine and Romaine hearts: supplies good; quality fair with reported defects.
- Market expected to tighten approaching transition.

## LEMONS CV/OG

- Small sizes remain tight due to larger sizing profile.

## LIMES

- Supplies lighter out of Mexico due to prior weather impacts.
- Size profile skewed toward smaller fruit; improvement expected in 3–4 weeks.
- Quality fair with some disease pressure.
- Price and size volatility expected through March.

## MELONS

- Lower demand helping stabilize supply.
- Anticipated production gap may be delayed.

## ONIONS

- Market stable; all product shipping from Pacific Northwest storage.
- Supply plentiful; quality strong.
- Minimal market movement expected.

## PEPPERS

- Green bell supply very light; quality mixed due to weather and insect pressure.
- Florida supply extremely limited due to freeze losses.
- Markets elevated and volatile through mid-April.
- Additional shortages expected on jalapeño, serrano, caribe, habanero, fresno, and shishito varieties.

## POTATOES

- Supply supported by storage; no major disruptions expected.
- Strong sizing and availability across categories.
- Market expected to remain soft until late spring.

## RASPBERRIES

- Supplies limited through March and most of April.
- Prorates, shorts, and substitutions expected.
- Central Mexico at seasonal low; recovery not expected until late April or early May.
- Baja expected to supplement supply starting early to mid-April.
- Quality generally good.

## STRAWBERRIES

- Supplies declining due to heat in California; quality challenges reported.
- Sunburn, soft fruit, and reduced shelf life impacting availability.
- Production expected to improve over the next 4–5 weeks as conditions normalize.
- Central Mexico and Florida largely finished, limiting near-term supply support.

## TOMATOES

- Round, Roma, and snacking tomatoes under Act of God conditions.
- Florida entering lightest production period for next 3–4 weeks.
- Prorates and substitutions expected.
- Quality fair.

## SUGAR SNAP & SNOW PEAS

- Snow pea supply from Guatemala steady.
- Sugar snap availability improving.
- Mexican production limited during field transitions.

## ZUCCHINI/YELLOW SQUASH

- Supplies very limited in Florida due to freeze.
- Lighter crossings from Nogales and McAllen.
- Best quality out of Mexico.
- Market volatility expected through March.



# New / Reactivated Codes

#P0970	Superfino Carnaroli Rice	12/35oz	Roland Foods	New. Stocked item.
#BCD06	Pips Quail Egg	12/2.5 Oz	Pips/Cavendish Game Birds	New item

## TreTap / Sap! Beverages, Vermont

#BBF34	Water Sparkling Cranberry Prebiotic	24/12 Oz	Tretap	New item
#BBF32	Tree Water Sprkng Blubry Prebiotic	24/12 Oz	Tretap	New item
#BBF30	Water Sparkling Cucumber Prebiotic	24/12 Oz	Tretap	New item
#BCG12	Water Sprkng Maple Prebiotic	24/12 Oz	Tretap	New item
#BDH46	Water Tree Sprkng Maple Org Prebiotic	12/12 Oz	Tretap	New item.
#BCF50	Drink Ginger With Lemon Grass	12/12 Oz	Sap	New item
#BCM44	Water Sprkng Birch	12/12 Oz	Sap	New item
#BCM48	Drink Tangerine With Chamomile	12/12 Oz	Sap	New item
#BCG04	Soda Maple Prebiotic	12/12 Oz	Sap	New item

## Landing April 9,2026 Cluck-ya Poultry:

BBR62	6oz. Boneless Skinless Breast Bulk Single Lobe Halal	20 Lb. Cs	Cluck-Ya Poultry
BCM54	6oz. Boneless Skin-on Breast Bulk Single Lobe Halal	20 Lb. Cs	Cluck-Ya Poultry
BBR52	Airline (Statler) Breast 10-12 Oz Skin-On	20 Lb. Cs	Cluck-Ya Poultry
BCD46	Bone In Chicken Thighs Bulk	20 Lb. Cs	Cluck-Ya Poultry
BBR54	Party Wings 8-12 Cut Bulk	20 Lb. Cs	Cluck-Ya Poultry
BCD44	Whole Chickens without Giblets 3-5 Lb Bulk	20 Lb. Cs	Cluck-Ya Poultry



Learn More ^



# Attachment

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Every year as part of Iceland's fisheries management program they close the inshore fisheries for spawning. This is part of what makes Iceland have one of the best managed fisheries in the world. It occurs every year on the same dates, April 1st – April 21st. The actual closures are a little more complex than my explanation as they are not exactly 4 and 14 miles in every location around the island but without getting into the fine detail the closures occur as follows:

April 1st -10th there is a 4 mile closure around the entire island to allow the fish to come in and spawn

April 11th -21st this closure is extended to 14 miles around the island this allows for additional spawning and to give the juveniles an opportunity to safely get out to sea

Typically during the first 10 days of the closure there is little effect on the fisheries as long as there are no big storms but this year with the Easter Holiday in the first week of the closures we are a little more concerned about the availability starting after Easter and especially during the second half of the closures starting the 11th. This is when we will see the closure get extended to the 14 mile limit and the smaller vessels will only be able to get out in ideal weather conditions. Many of these boat owners take advantage of this time by pulling their boats out of the water and doing scheduled maintenance.

As noted above, week is Easter week and we will see just a 3 day production week in Iceland. This will not affect our fish arriving for next week but it will become an issue for the Easter weekend arrivals and the fish for the beginning of following week. Iceland will be closed on Easter Thursday, Good Friday, Easter Sunday and Easter Monday. (who knew Easter was 5 days long) Technically Saturday they could work but chances are very slim so we never count on it. We will receive fish through Thursday night and possibly a small shipment Easter weekend. No fish the following Monday night and probably nothing on Tuesday night either.

This takes us to the 8th of April and almost to the second closure. This timing of Easter is my big concern for this year. What will happen with the boats going back out after Easter? Will they go out or will many more tie up until the 22nd? Unfortunately, I feel the answer is that many more will tie up and wait until after the closure. If the weather is decent, maybe more will continue fishing but if the weather is poor I do not see any of the smaller vessels going out up until after the 22nd. This will significantly limit the supplies fish from Iceland. The good news is that our trawl boats will not be affected by the weather and are scheduled to continue to fish after the Easter holiday and straight through the closures as they can easily get out past the 14 mile zones.

In past years the prices typically creep up a little at the beginning of the closure and can have some stronger swings in the second half depending on weather. This year the pricing has already started its climb so it is hard to guess what will happen and just how high things can go, hopefully not much further.