



MARKET UPDATES

Week of April 13, 2026



Seafood

SEASONAL SPOTLIGHT

- This week's seasonal spotlight items are:
- Shrimp Fresh Raw Shell on 16-20 LB., Source: Carolinas (#NW958)
- Oyster Shucked Select Gallon Source: Maryland (#WB660)
- Both are available for delivery all week long.
- Advance notice is appreciated to ensure we pull enough inventory to meet demand.

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

OYSTERS

- The following two new oyster codes are now in house. See more information in new product section.
- Patriot Oyster 100ct, Source Massachusetts (#RW110)
- Independence Bay 100ct, Source Massachusetts (#HAC74)
- Reminder: all PEI oysters will be very limited for the next 2-3 weeks due to harvest issues.
- Beau Soleil, Savage Blonde, French Kiss will be impacted.

SWORDFISH

- Market holding firm.

HALIBUT FLT

- Slight price decrease.

FAROE ISLAND SALMON

- Market remains elevated.

CANADIAN SALMON

- Slight price increase

COD LOINS & FILLET

- Supplies will still fluctuate

HADDOCK ICELANDIC

- Haddock Lg, skin-on (#NW872) & Lg Skinless (#NW874) supplies will still fluctuate.
- See attachment on page 5.

PASTEURIZED CRAB MEAT

- Price increase.

BULK CRAB CAKES

- Reminder: Code change on bulk crab cakes. Old code: (#EJ120). New code: (#B5486)
- Auto sub is in effect.

LIVE LOBSTERS

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

Specialty Grocery

BREAD SHED, NEW HAMPSHIRE

- Codes have been created for 3 new items:
Spent grain flat bread, (#BDW88)
Spent grain hand shaped pizza crust (#BDW90)
Spent grain large soft pretzels (#BED54)
- All will be stocked in the next few weeks.

IMPOSTER FOODS

- Retail vegan cream cheese (6 x 8 oz) are now available via special order initially with possibility of stocking in future as volume gains momentum.
- Flavors mirror bulk flavors:
- Jalapeno, Plain, Cinnamon Sugar and Everything Bagel.

REAL GREEN DRESSINGS/MARINADES

- Gallons of this popular, Vermont-made dressing/marinade will return to inventory in May, just in time for grilling season.
- Price on gallons will increase slightly.

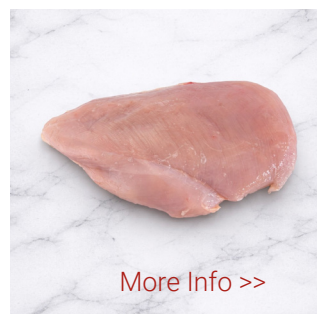
MISFIT

- Reminder: Two new flavors have landed and are on sale in May Harvest Highlights and Retail Ad Planners..
- Blanco – 24/16oz (#BDH32)
- Project Blue Beam – 24/16oz (#BDH26)

Meat

CLUCK-YA POULTRY

- New line of poultry, has landed.
- Sourced through partnerships with local farms committed to sustainable and humane practices.
- Strong sourcing relationship with Justice Homestead Farm.
- Raised with no antibiotics or growth hormones.
- Air-chilled for superior flavor and tenderness without added water.



More Info >>

Cluck-Ya
Air Chilled
Poultry



Cheese & Dairy

BARN FIRST

- First soft ripened cheeses of the season have landed.
- Cowles (#WA168), Quinby (#WA166)
- Valdes Blue will be gapping until May.
- Giguere will be gapping until August.

JASPER HILL FARM

- Due to the continued rising costs of operation, Jasper Hill has enacted their first price increase in 3 years.
- Vault 5 10lb loaf, (#FH502) and 12/6.5oz retail cut, (#EV368) will gap for another 2 weeks.

SHELburne FARMS

- 5 new to BRP cheeses from Shelburne Farms in stock now!
- 3-year Cheddar 12/8oz, (#BCV76)
- 3-year Cheddar 1/10lb- (Special order) (#BCV86)
- Marshall's Reserve Cheddar 12/8oz (#BCV94)
- Beer Cheddar with Fiddlehead IPA, 12/8oz (#BCV70)
- 6-month Cheddar 12/8oz. (#BDV36)

VON TRAPP FARMSTEAD

- Wholesale yogurt program has been discontinued.
- Current inventories are expected to last through approximately April 17.

Produce

TRANSITION UPDATE

- Transition update: Transition is underway from Yuma, AZ to Salinas, CA, with most growers expected to be in Salinas by the 4/13.

APPLES

- Washington supplies significantly tighter than expected.
- Crop projections reduced by an additional 5 million boxes; total reduction ~8 million boxes since September.

ARTICHOKES – ESCALATED

- Supplies extremely limited; quality fair.
- Heavy mildew pressure is keeping all sizes limited.
- Expect limited supplies for the next 2–3 weeks.

ASPARAGUS

- Markets remain highly active.
- Reduced Mexican supply and limited early Peruvian volume driving tight conditions.
- Elevated fuel costs adding additional market pressure.

BLACKBERRIES CV/OG

- Quality impacted by ongoing heat; some regression present.
- Organic availability currently in a gap.
- Light volumes expected to return over the next 1–2 weeks.
- Supplemental sourcing in place to manage gaps.

BLUEBERRIES CV/OG

- Production transitioning across key regions.
- Mexico nearing peak; domestic regions ramping up after delayed start in Southeast.
- Availability expected to increase.
- Market volatility expected during regional overlap.

BROCCOLI CV/OG

- Supplies remain light; quality good.
- Warm weather contributing to quality concerns and supply issues.
- Reports of browning and pin rot continue.

BROCCOLINI

- Quality good.
- Supplies improving but remain light with some growers.

BRUSSELS SPROUTS

- Supplies and quality good.
- Insect pressure and internal browning still present challenges.
- Continued improvement expected as growing regions transition.

CAULIFLOWER CV/OG

- Supplies light; quality good.
- Warm weather impacting supply and quality.
- Market trending upward.

CARROTS

- Supplies tight on baby, cello, and jumbo carrots.
- Limited availability expected until early May.

CELERY CV/OG

- Quality fair; supplies tightening.
- Market trending higher.

CITRUS

- Tight supplies on smaller sizes across lemons, navels, Cara Cara, Minneola, and blood oranges.
- Overall sizing trending large.

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 improving out of Nogales and McAllen as new Mexican blocks come online.
- Markets expected to remain firm through mid-April.
- Florida supply limited to salvage crop.
- Meaningful relief not expected until South Georgia season begins around April 25.

GREEN BEANS

- Florida transitioned to new crop; supply and quality improved.
- Mexico continues harvesting; quality mixed.
- Additional relief expected as California ramps up.

LETTUCE

- Iceberg supplies and quality good; weights remain light.
- Romaine and Romaine hearts: supplies good; quality good with reported defects (bruising, fringe burn and mildew on outer leaves).

Produce continued

LIMES

- Ongoing rain causing harvest delays across Mexico and Central America.
- Size profile heavily skewed to 230ct and 250ct.
- Larger sizes (150ct–200ct) extremely tight.

MELONS

- Honeydew – ESCALATED: market at extreme levels due to low yields.
- Cantaloupes: all sizes expected to remain short for the next 2–3 weeks.
- Quality remains good.

ONIONS

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

PEPPERS

- Green bell peppers: very light supply; quality mixed due to weather and insect pressure.
- Florida supply extremely short due to freeze losses.
- Colored peppers: lighter Mexican volume due to weather and virus pressure.
- Markets expected to continue volatility through April.

PINEAPPLES

- Market expected to remain tight at least through April.

POTATOES

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

RASPBERRIES

- Hot weather in Mexico ongoing. Raspberries have shown greater heat resilience than blackberries.
- Quality stable with no major operational concerns.
- Peak volumes expected late April through May.

STRAWBERRIES

- California volumes increasing with improved weather.
- Production building steadily.
- Peak volumes expected within 10–14 days.
- Plants remain heavily loaded with fruit and are responding well to improved weather.

SUGAR SNAP & SNOW PEAS

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

TOMATOES

- Continue to see demand exceeding supply.
- Florida entering tightest supply week from the freeze impact.
- Deep prorates and quality issues expected.
- No meaningful improvement expected for 3–4 weeks.

ZUCCHINI/YELLOW SQUASH

- Green squash supply steady.
- Yellow squash supply light over the next week.
- New production coming online from Florida and



First Batch of the Season! **Cowles**



A young, bright and tangy goat cheese from cheesemaker Rebecca Velazquez and Barn First Creamery!

New / Reactivated Codes

#RW110	Oyster Patriot	100ct	Massachusetts	New
#HAC74	Oyster Independence Bay	100ct	Massachusetts	New
#P0970	Superfino Carnaroli Rice	12x35oz	Roland Foods	In stock now

Bread Shed, New Hampshire

#BDW88	Spent Grain Flat Bread 12"x7"	4/10 Ct	Bread Shed	New Item
#BDW90	Spent Grain 12" Pre-baked Pizza Crust	24/6 oz	Bread Shed	New Item
#BED54	Spent Grain Soft Pretzel	48 x 9 Oz	Bread Shed	New Item

Misfit Energy Drinks, New Hampshire

#BDH32	Blanco	24/16 oz	Misfit	New Flavor
#BDH26	Project Blue Beam	24/16 oz	Misfit	New Flavor

Imposter Foods, New York State

#BEA58	Cream cheese vegan jalapeno	6 x 8 oz	Imposter foods	New (spec order)
#BEA52	Cream cheese vegan everything bagel	6 x 8 oz	Imposter foods	New (spec order)
#BEA48	Cream cheese vegan cinnamon sugar	6 x 8 oz	Imposter foods	New (spec order)
#BEA68	Cream cheese vegan plain	6 x 8 oz	Imposter foods	New (spec order)

Reminders:

Cluck-ya Poultry, now in stock

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
BEA80	Chicken Thigh Boneless Skinless	20 Lb. Cs	Cluck-Ya Poultry
BDN20	Chicken Ground	20 Lb. Cs	Cluck-Ya Poultry

Two New Oyster Varieties!



#RW110 Patriot Oysters



#HAC74 Independence Bay Oysters



NEW

Discontinued / Deactivated Codes

#ALP58	Cabot Garlic Herb Cheddar Parchment Bar	12 x 8 Oz	Cabot	Moved to s/o
#GJ672	Whole Milk. LL	25 x 16 Oz	High Lawn Farm	Moved to late line.



Cod & Haddock Update

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.