



veg  
fresh  
— farms —



# Retail Market Report

July 18<sup>th</sup>, 2019

## Tomatoes

**Mexico** Extremely light supplies of round tomatoes being produced in Mexico and Baja. Large vine ripe tomatoes are in the mid to high teens. Volume on roma tomatoes are limited as well. The market on best quality roma tomatoes is in the high teens.

**California** All shippers are in full production on round tomatoes. Markets are in the low to mid-teens for best quality repacks. Roma tomatoes remain limited.

**Heirloom Tomatoes** Volume out of Mexico remains limited but expected to improve within the next 7-10 days. Production against California is due to begin the first week of August.

**Grape Tomatoes** Mainland Mexico is gradually improving grape tomato harvest while Baja continues to generate better quality as they move into new fields. The market is firm with expectation for pricing to begin easing off going into next week with additional supplies available from all areas.

**Outlook** Tomato supplies could potentially lighten up in California as growers enter a 10-day period where it's been difficult getting plants in the ground due to excessive rain 3 months ago.

## Weather Update

**California** Cool temperatures along with coastal fog and drizzle are expected going into the weekend. High pressure returns early next week with a gradual warming.

**Mexico** Scattered showers and thunderstorms continue across Central Mexico with seasonably warm temperatures into next week. Isolated showers look to persist in the northern regions under a building high pressure system.

**Florida** Light isolated showers will continue across Florida going into next week.

## Organic Tomatoes

**Organic Vine Ripe Tomatoes** Production out of Baja will abruptly finish within the next 7-10 days. New blocks remain another 1-2 weeks away from any volume production. Sizing is down consisting mostly of 5x5/5x6's. Forecasting reduced volume overall for this Summer/Fall season out of Baja.

**Organic Heirloom Tomatoes** Volume starting to improve out of California and markets are slightly down. Supplies are cleaning in Central Mexico. Baja volume remains delayed against new crops due to weather.

**Organic Roma Tomatoes** Supplies are plentiful out of Baja. Additional volume is still another 10 days away. The market will remain elevated for the week.

**Organic Red Cherry Tomatoes** The market remains strong with limited volume out of Baja. for pricing to begin easing off going into next week with additional supplies available from all areas.





## Melons

**Cantaloupe** Good supply on smaller fruit this week and opportunity buys available. Growers are seeing light offering on 9s but anticipate improved supply going into the weekend. Fruit looks great externally with a deep orange color internally.

**Honeydew** Sizes are running small this week out of the San Joaquin Valley. Growers are seeing a very light volume on large fruit (5's/6's). Fruit should begin sizing up going into the weekend.

**Watermelon** Weak prices dominate the market and volume is high in most regions. Although the Mexican season is winding down, there are several domestic areas in production. Sugar levels are varying from 10 to 12 brix.

## Berries

**Strawberries** Salinas and Watsonville continue with light supplies. Growers are anticipating increased production for the end of the week. Santa Maria remains in production though overall numbers will decrease as larger growers finish up this week. Quality issues reported include bruising and overripe fruit. Quality is expected to gradually improve over the next week or two, weather permitting.

**Blueberries** Prices are high as seasonal production in California and Mexico are on the decline. Supplies will increase once harvesting begins in the Pacific Northwest regions in a few weeks.

## Onions

**California/New Mexico** Yellow and white onion markets remain active with red onions steady to slightly lower. The small gap in New Mexico pushed demand into California putting a strain on overall supply and higher markets for yellow onions. As we head into the second half of July, a shift in demand is heading into New Mexico as supplies will improve in that region and promote better quality and size. California and New Mexico are expected to have supplies well into August. New crop Northwest onions are expected to start harvests early to mid-August which will bring relief to these higher markets.

## Avocados

**California** Good demand and excellent quality this week against California avocados. Volume will start tapering off by the end of this month and finish the season mid to late August.

**Mexico** The market on Mexican fruit has dropped significantly with the new "Flor Loca" crop available in the pipeline. Suppliers anticipated increased volume going into the weekend. This new crop fruit will take about 10-12 days to ripen. Early season fruit will remain green externally even when ripe. Good supply of Peruvian, California and Columbian fruit available as well.

## Bell Peppers

**Green Bells** Prices will be steady this week. Current volumes are meeting demand with good quality reported.

**Red Bells** Pricing looks to remain flat. The east continues to pull from hothouses to cover demand, while the West is relying on Mexico for supplies.

## Citrus

**Lemons** Domestic supplies will continue to remain tight on 140's and smaller for most of the summer. Inventory on large fruit remains readily available. Market prices on small size fruit continue to stay a strong choice and fancy fruit. Quality on domestic supplies continues to improve. Offshore fruit is increasing weekly on both coasts which will help offset domestic supplies.

**Limes** There is plenty of volume to push out on all sizes. Suppliers have been receiving inbounds consistently and supplies are expected to remain steady for the remainder of July. Excellent quality reported with opportunities available for export & promotional ads.