



FOOD SERVICE MARKET REPORT

A Weekly Newsletter by Veg-Fresh Farms



LETTUCE

Good quality across all varieties. Limited supply on iceberg and romaine.

Iceberg Lettuce

Demand exceeds supply; most shippers are packing and shipping same day due to demand and selling out of product on a daily basis. Quality of product has been very good. With fears that COVID-19 may continue to spike, and with restaurants across the nation in limbo, this will be an interesting commodity to watch.

Green Leaf Lettuce

Plenty of supply available and product has excellent quality.

Romaine Lettuce

Romaine supplies continue to be limited and are expected to be short for at least the next month, if not longer. Product overall looks good, but you may see marginal fringe burn due to heat.



AVOCADO

Mexico winding down, CA underway. Steady supply, excellent quality.

Avocado volume is excellent as Mexico winds down their summer crop. California avocados are leading the way in the west and should keep markets steady through the end of July. Quality is excellent on fruit for both regions as well.

CITRUS

Good quality and availability on conventional lemons and limes.

Lemons

Quality showing is fair to good. Small lemons are tight, but larger sizes are readily available and will be for the rest of the month. Pricing is steady.

Limes

Quality showing is good. Stable market with high volume; pricing is stable but seeing a slight rise. Fruit shipping is juicy with smooth skin.

Great time to promote tomatoes, albeit at slightly higher prices that will come to be known as “the new normal.”

TOMATOES

Good supply and volume on grapes, cherries, medleys and romas. Short supply on TOVs, vine ripens, beefsteaks, and heirlooms. Overall, prices higher than normal; quality showing as excellent across the board.

Southeastern Tomato Supplies

North Carolina and Tennessee both looking to ramp up production by the end of July. Be aware that wet weather has been affecting these growing areas. Markets in the high teens for best quality. Virginia, Arkansas and Alabama all awaiting harvest starting late July/early August.

California

By next week all seven tomato producers will be in production. There may be some harvest day gaps due to rain and COVID-19 related labor issues that occurred during the planting cycle. Quality is very good and markets are in the mid/high-teens.



Grape, Cherry, Medley Tomatoes

Overall, we are seeing excellent quality on all varieties. East Coast continues to have decent volume on both cherry and grape tomatoes. Baja California is starting to ramp up production on grape tomatoes; we are seeing better volume than last month. We are seeing good supply and volume on cherry tomatoes and medley tomatoes out of Baja and Central Mexico.

Organic grape tomatoes are in somewhat short supply right now, but we are seeing an improvement in supply from last week. Currently picking out of Baja California.

Conventional TOVs

Market continues to be really short on product. Eastern Canadian production has been hampered by COVID outbreaks with their packing crews. Suppliers are having difficulty maintaining enough workers to pick and pack product, and it's unclear how long this will continue. With the interruptions of Canadian supplies, US and Western Canada suppliers are being overrun with demand. Once things improve on the labor front, expect pricing to come off -- however it's hard to say when that will be.



ONIONS

Expect higher markets through July; good quality on new crops.

Markets are on the rise out of California and in New Mexico. Expect higher markets over the next couple of weeks and into August. CA new crop quality is excellent; sweet and brown onions have feathery skins and are a lighter color.

PINEAPPLES

Supply is tight and market is climbing until August/September.

Supply is tight out of Costa Rica now and throughout the summer months on both conventional and organic pineapples. Size is peaking on smaller fruit. Market is climbing and will continue to rise through August/early September until better volumes return.

WEATHER OUTLOOK

Information from Accuweather.com

Western

Tropical Storm Cristina formed late Monday night local time in the Eastern Pacific Ocean and is on its way to becoming the first hurricane of the 2020 season. The forecasted path for this storm will keep it out to sea, but may cause showers, strong winds and rough surf along the coast of western Mexico.

One system about 1,000 miles to the southwest of the southern tip of Baja California has about a 35% chance of evolving into a tropical depression over the next several days.



Eastern

Thunderstorms off the Southeast coast of the U.S. are poised to become a tropical depression and possible Tropical Storm Fay.



BERRIES

Light volume on both blueberries and strawberries, but increased volume should be coming this month. Both showing good quality.

Strawberries

Demand exceeds supply. Spring summer crop is over its peak and we do not expect to get back to promotional volume until we start the Summer planted/Fall crop that will be up and running around the 1st of September. Expect light volume between now and then, with regular business/core customers needing more than we can supply. Fruit quality is fair to good with smaller sizes, but relatively good condition overall.

Blueberries

Production of California blueberries was cut short by the excessive heat we experienced in June. Much of the harvestable fruit became too soft to pack and make good delivery. However, we are now sourcing fruit from the Pacific Northwest, and July should bring increased volume and promotable pricing. Oregon, Washington, BC, New Jersey, and Michigan will all be in production this month. We are also hearing that Peruvian vessel fruit will be here very soon.

RUSSET POTATOES

Good quality but limited sizing due to heavy retail use and USDA box demand.

Quality showing is fair to good, and pricing is slightly higher than normal but steady. Limited on larger sizes; increasing markets on smaller sizes due to heavy retail use & USDA box demand. Low temperatures in October 2019 affected the quality of storage crops. Burbanks and Norkotahs will be available early August.

