



RETAIL MARKET REPORT

A Weekly Newsletter by Veg-Fresh Farms



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.

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

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.

Organic TOVs

Market is the same as conventional; supplies are very limited. We will finally start up with better production next week.

Organic Beefsteaks

If all goes as planned, we should start up production out of Mexico on organic beefsteaks in the next 2-3 weeks. Expect cost to stay high, but at least we will have product.

Organic Romas

Availability is starting to improve. Supplies are available out of Baja.

Organic Heirlooms

Supplies remain light out of Baja and California against new crop plantings. Forecasting both regions to improve over the course of the next 10-14 days; (look to the week of July 20th for improved supplies).

Conventional Heirlooms

Supplies remain light out of Central Mexico and Baja. New plantings out of Baja are approximately 10-14 days away against any volume. Volume "California" crops will begin late July/early August. Opportunities against California crop "Locally Grown" in Mid-August, September, and October.

Organic Vine Ripe Tomatoes

These continue to be in short supply and are going to stay short. We have one supplier that has 600-700 cases available per week and that is going to start decreasing as their season winds down. Market is on the high side with limited supplies, and this situation will likely not improve until fall.



CITRUS

Good supply on grapefruit. Organic lemons about to gap and pricing will increase. Navel crop arriving Fall 2020, Valencias available now.

Navels (Organic & Conventional)

Next crop will be Fall 2020

Valencias (Organic & Conventional)

We have good availability on both organic and conventional Valencias. Sizing is peaking on 113/88/138ct, which fits most juice or bag programs. Conventional is limited on larger sizes: 72/56/48ct. Organic is limited on 72/56ct throughout July.

Organic Grapefruit

We have excellent availability of California Star Ruby Grapefruit. Sizing is peaking on 48/56ct which is perfect for bags, followed by 40ct. We will be limited on 32/36ct throughout July.

Organic Lemons

We are packing our final loads of D2 (Coastal Fruit) crop and then we will gap for 2-3 weeks before our late July/early August harvest. Our Mexico crop has started, but volumes have been off due to multiple rain events over the past 5 weeks. Industry-wide, volumes are beginning to tighten up and this will continue throughout the summer months. Expect pricing to increase weekly through July. Large Fancy fruit (75/95/115ct) will be most limited throughout July; mid to smaller sizes will be more readily available (140/165/200ct).

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.

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.

ORGANIC MELONS

Great supply on all, high demand for cantaloupes and mini watermelons.

Organic Melon quality continues to be excellent with high brix and great appearance. Volume has been steady, but contracts and committed business has taken most of our production. Markets will begin to open up with increased volume on organic cantaloupe next week. Minis are in a demand-exceeds-supply situation, as are cantaloupes. Organic honeydews in good volume, organic galias a little light in volume. Prices are holding steady at higher levels than last season, and we are looking forward to a great season with good demand.

PERSIAN CUCUMBERS

Promo opportunities available later this month.

Product is currently coming out of Baja. We are seeing less volume vs last year at this time. Market has come off slightly, but should improve as we get deeper into July with promo opportunities.

ORGANIC APPLES

Domestic product mostly done, import season has started.

Domestic product is done for the year, except for a few galas and grannys. Product currently coming in from Argentina, Chile, and New Zealand. New Zealand product is nicer and with better color, but about \$10+ more per case. Grannys and Fujis are tight.

ORGANIC STONE FRUIT

Washington stone fruit ramping up. Good supplies expected on all except apricots.

Organic yellow peaches and nectarines have been on the tight side all season with higher costs vs last year. They will be starting later this week out of Washington. Good supplies on organic white peaches and nectarines. Good supplies/pricing on organic red and black plums. Apricots pretty much finished out of CA, and about two weeks remaining on Washington apricots.

PUMPKINS

Crops planted and ready for an August/September harvest.

Crops planted in stages and we'll have jack-o-lanterns and organic pie pumpkins available in mid-August. Heirlooms, Mellow Yellows, and Wicked Stems are planted and are doing very well for an early September harvest. Growing about 20-25 loads of Mellow Yellows, most of which are now sold. We will have great supplies of heirloom pumpkins this year (9 different varieties planted – product still available, call today to reserve yours.



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.

