



SEPTEMBER WEEK OF 9.21 - 9.25

FOOD SERVICE MARKET REPORT

A Weekly Newsletter by Veg-Fresh Farms



LETTUCE

Green Leaf Lettuce

Lower yields and weights, fringe burn, tip burn, sun scalding, dehydration, wilt and general weaker texture. Items are very short due to virus concerns.

Romaine Lettuce

We are seeing lower yields and weights, fringe burn, and tip burn. Romaine is very short and is prorated by shippers. Quality is subpar.

Iceberg Lettuce

Seeing lower yields and weights, inconsistent sizing, dehydration, sun scalding, internal burn & weaker texture. Iceberg market is selling out on a day to day basis. 20% less product is on the market due to back-to-back heat waves. Quality will remain a question mark for the next several weeks. Be prepared for higher prices and poor quality.

AVOCADO

At this time, the transition to a full Mexican program continues to march. Peruvian fruit is becoming more scarce and California has entered its last 3 weeks of significant harvest. The hot weather in southern California has not affected the domestic supply as all the avocados are harvesting north of Santa Barbara. Quality and taste remains excellent, and the same can be said about the Mexican fruit that will be 100 percent of the market come October.





TOMATOES



Outlook

Prepare for elevated tomato pricing for the next 2 and possibly 3 months. This is always the hardest three months of every year for tomato supplies. The next area with good volume will be Central Florida at the end of November. Keep in mind, we have more than likely not seen the end of adverse weather yet for the balance of this Fall/Winter.

Southeast

North Carolina is virtually the last area running any amount of tomatoes, though the volume is insignificant. Virginia, Michigan, Ohio and Alabama have all had nighttime and morning temps in the 30s which has all but finished whatever tomatoes were left to be harvested. The Quincy area of Florida (which was impacted by devastating rains from Hurricane Sally this month) will start next week, but the harvest will be nowhere near normal and will finish not much longer after it gets started.

Grape, Cherry, Medley Tomatoes

Grape and Cherry Tomatoes: Demand exceeds supply. Volume is down in Baja and Florida, but steady in Central Mexico. This decreased volume is creating the increased demand and pushing prices up a few dollars a box. Medley tomatoes are in overall great supply and steady volume.

California

The summer heat has taken its toll on what is left of the 2020 tomato crop. Supplies are insufficient to support demand. Shippers will remain sold out through the end of October when they finish four weeks earlier than normal.

Mexico

Central Mexico tomato supplies kick off the first week of January. Baja California will have limited supplies of roma and vine ripe tomatoes from the end of October and into December.

TOV's

Good supplies out of Mexico. US supplies are limited depending on shippers. Canada will start to wind down and should be done with production soon. Market is currently weak, but may go up in the next week or two with availability out of Canada finishing up.



CITRUS



Valencias

California has fair supply during the month of September. The market is limited due to lack of harvest crews, heat in the growing area, and increased demand. Sizing is peaking on 113/88/138ct which fits most juice or bag programs. We are limited on larger sizes: 72/56/48ct.

Navels

Import season is in full swing, and volumes will continue to build over the next few weeks. California new crop will start mid to late October.

Limes

Supply has improved and the market is getting better.

Lemons

Import volume continues to build out of Mexico and Chile throughout the month of September, and will then slow down, transitioning back into California new crop in September and October.



ONIONS

California: Winding down on yellow onions but still have red, white and sweet onions into October. Idaho, Washington, Oregon: Going strong on yellow onions and red onions. White onion volumes coming around as well.

CHILIS

Chilies are steady out of Baja and Northern California.

CUCUMBERS

We are seeing better supply; Nogales has started and the market should start coming up in the next two weeks.

RUSSET POTATOES

The volume on the Norkotahs are rising, and quality has improved. Prices have substantially decreased from the previous week. Moisture is still present on the crop but will diminish as they go through the sweat process. Burbanks are set to go into production between late September to early October.

BELL PEPPERS

Colored Bells

There are good supplies of hot house colored bell peppers coming out of Texas and Canada.

Green Bells

Due to the hot weather the last two weeks and the cold weather now, quality on green bells is not great. Product is short and prices are up. Market will be affected until Mexico starts; it will transition into Coachella for a couple months until Nogales starts in December.

BRUSSELS

Machine harvest started earlier than expected; we have good volume.

BERRIES

Strawberries

The strawberry market has tightened significantly over the past week with demand now strongly exceeding supply. Production is down in both Salinas and Santa Maria. The new crop in Santa Maria is still tracking behind original estimates. It appears to be a combination of weather and after effects of the smoky air and ash from the recent fires. The gap in Salinas is also attributed to weather and the stress that plants are under after multiple high temperature events. We typically see a decline in production from that region during this fall window anyways, but it seems to be a sharper decline than normal. The volume in Santa Maria will ramp up and Oxnard won't be too far behind, so there should still be plenty of promotional opportunities for mid to late October, perhaps at slightly better pricing than we originally thought as an industry. As always, reach out to the berry team via email: berries@vegfresh.com.

Blueberries

Peruvian fruit is available at higher prices. Demand is weak for domestic and Canadian fruit; quality an issue. Fresh pick is done.

