



OCTOBER WEEK OF 10.26 - 10.30

FOOD SERVICE MARKET REPORT

A Weekly Newsletter by Veg-Fresh Farms



LETTUCE

HURON GROWING REGION DONE FOR THE SEASON

Iceberg Lettuce

The Huron growing region is now in full swing on lettuce, and the Salinas growing region is done. Quality is much improved. Shippers are still doing their best to pack and ship same day. Market is still tight with elevated pricing. Next growing region will be Yuma, Arizona, with expected start dates ranging as early as the end of next week (November 5th to November 20th) based on the lettuce shipper.

Green Leaf Lettuce

Supplies remain short. Product will be found with light tip and fringe burn, but quality is expected to hold up. Supply will not correct itself until Yuma season begins.

Romaine Lettuce

Romaine continues to be short. Fringe burn and tip burn will be found on most product.

AVOCADO

LAST WEEK OF CA FRUIT

Quality remains very good on Mexican fruit. Compared to year's past slowdowns and strikes, the avocado market remains very stable. California fruit will be depleted by the end of this week, leaving Mexico as the only COO until fruit begins to harvest stateside in 2021.





TOMATOES

Outlook

Thanksgiving demand will begin ramping up the week after next. With an erratic supply picture emerging and November weather that can come into play at any given time, we caution against any pricing and volume commitments until after the end of November.

Round, Roma and Vine Ripe Tomatoes

Better volume on roma and round tomatoes beginning to cross in McAllen, TX.

Baja California

Baja is beginning to produce better volume on roma tomatoes as each day goes by. Expect to see good volume by the middle of November.

Grape, Cherry and Medley Tomatoes

Market is steady.

Southeastern Tomato Supplies

As predicted, Florida will begin a slow start to their winter tomato harvest this week. Large sizes are extremely short. Expect to see a few more begin to show up week after week. By the end of November, they should be producing good volume.



CITRUS

Navels

Import season is winding down quickly and the industry will transition quickly to new crop California. Early reports are that California new crop is off a few weeks compared to typical years, and should be up and going over the next few weeks. Sizing will peak on the smaller side 88/113ct with limited supplies on 72ct and larger.

Valencias

California has limited supply during the rest of October and early November. The market is limited due to lack of harvest crews, heat in the growing area and increasing demand as navels transition. Sizing is peaking on 113/88/138ct, which fits most juice or bag programs. We are limited on larger sizes: 72/56/48ct.

Lemons

Import volumes will begin to wind down out of Mexico and Chile throughout the month of October and make way for the transition back into California new crop in October and November.

Limes

Prices have come off and will remain steady for the next 2-3 weeks; good supply coming out of Veracruz and Jalisco.

BERRIES

Strawberries

Demand is good. There is a wide range in quality and condition. We had heat a couple weeks back that created a tough quality period across the industry. We have seen significantly lower temperatures that will create a major improvement in quality, condition and flavor. There is still promotional availability through November. November typically has some rain events so we will all be watching for this. The rain is ultimately very good for the plant's health long term. Call your Berry representative or email berries@vegfresh.com for price and availability.

Blueberries

Peruvian blueberry supplies are light, with a wide range in pricing.



CUCUMBERS

Plentiful supply due to Nogales starting strong. A lot of product available.

RUSSET POTATOES

Pricing and supply has been stable. Great quality which has been consistent. Storage Norkotahs have started to ship. Storage Burbanks and White Russets set to become available beginning of November.



BELL PEPPERS

Red Bells

Red bell peppers are still out of northern CA with decent volume.

Green Bells

Green bell peppers should get more stable in the next week or so; several shippers have already started with small volume.

BRUSSELS

Machine harvest going well; we have good volume. Pricing is starting to go up.

ONIONS

California is finishing up; just a few yellow onions remaining. PNW is going into storage on all onions now. Reds, Sweets and Yellows are in good supply. White Onions are extremely short as many are going to export to Mexico. Trucking also remains short and expensive in the NW, which is increasing prices.



CHILES

Northern California is almost done, and Nogales is starting this week. Tomatillos have a lot of product out in the market; other areas in Baja are starting as well.

