



SEPTEMBER WEEK OF 10.5 - 10.9

# FOOD SERVICE MARKET REPORT

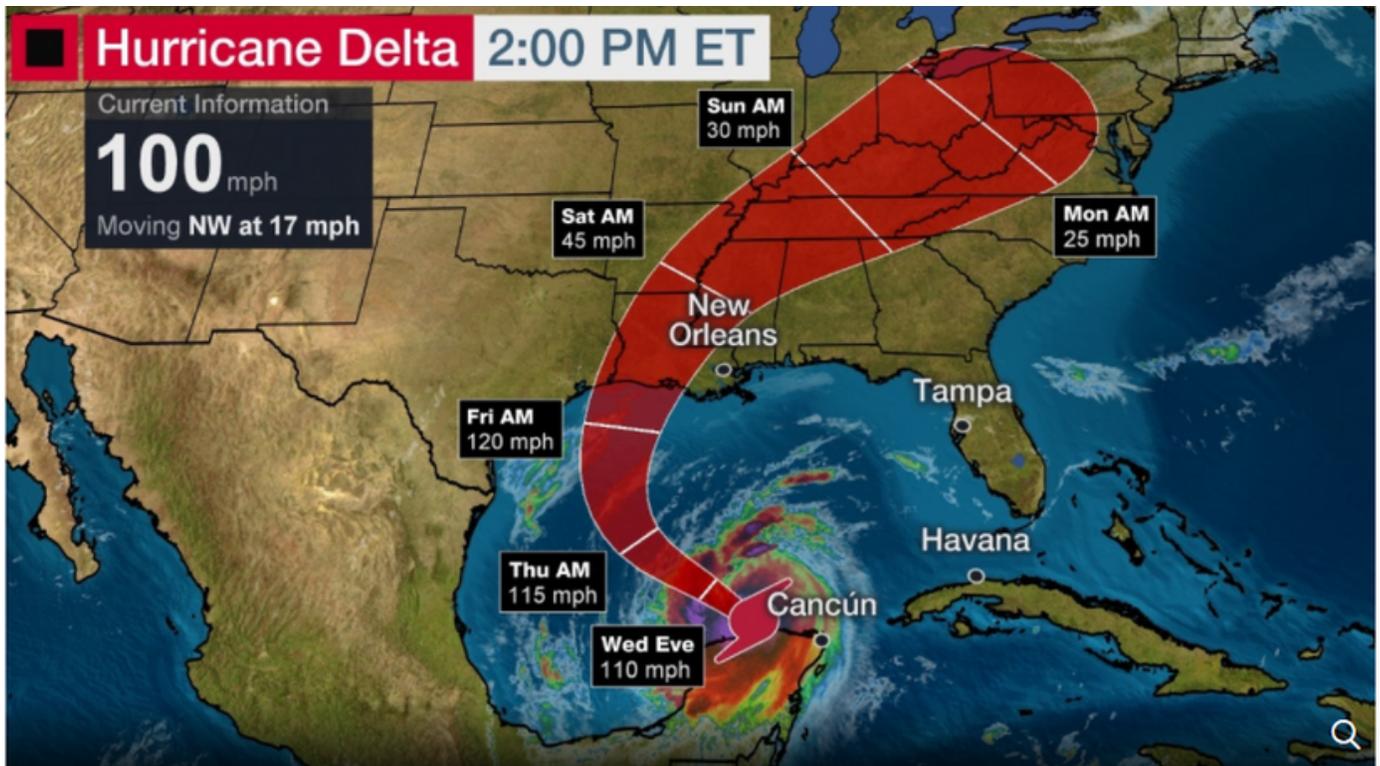
A Weekly Newsletter by Veg-Fresh Farms



## Weather

from weather.com

Hurricane Delta is now over the Gulf of Mexico off Mexico's Yucatan Peninsula and has prompted watches along the U.S. Gulf Coast where a landfall is expected Friday. A hurricane watch is in effect from High Island, Texas, to Grand Isle, Louisiana. A storm surge watch is also in effect from High Island, Texas, to the Alabama-Florida border.



# LETTUCE

## Green Leaf Lettuce

Supplies are extremely short; going into next week the hope is that more fields are ready and more product starts coming out of the fields. Shippers are prorating orders to ensure all orders get a % of the amount ordered. Product will be found with light tip and fringe burn. Shortages are occurring, but we are hopeful for more product in the coming weeks.

## Iceberg Lettuce

Supplies continue to be light, quality is medium at best and shippers are doing their best to pack and ship same day. Market is extremely tight. Overall, still expect high prices and subpar product. Market is expected to be volatile until Yuma season begins.

## Romaine Lettuce

Romaine continues to be short. Shippers are prorating orders and pricing is elevated. Fringe burn and tip burn will be found on most product. The next few weeks will be tough finding good quality.



# TOMATOES

## Outlook

Tomato supplies are tight due to adverse weather on both sides of the country. We are seeing heat in the West and hurricanes in the Southeast. This adverse weather is having an impact on tomato quality to a certain extent. Keep in mind we are also entering the October/November/December time frame. Receivers will need to extend some grace and understanding to what the tomato crops have been through. By the end of November (barring any further bad weather) we should see some great new crop tomatoes shipping from South Florida.

## Southeast

North Carolina and Virginia are finishing up this week. South Georgia and Quincy, Florida took a direct hit from Hurricane Sally last month. Tomato supplies from this area during October will likely be off by as much as 70%.

## Mexico

Expecting light round and roma supplies to begin showing up from Baja, California by the end of October. With California finishing up and Florida growing areas impacted by Hurricane Sally, the market and demand for Baja tomatoes looks to be very active.

## California

By next week, there will be 1-2 California tomato growers left shipping in Central California. They will be packing 1-3 days a week as they close the season out by the end of this month. Very few supplies, and there is a possible threat of rain next week, mid-week.

## Grape Tomatoes

The grape tomato market is getting short as both Baja and the East coast are in a month-long gap and in between plantings. Expect to see demand exceed supply.

## TOV's

Movement and pricing on both are moving upwards, and demand is very good on both at this time. We have good availability, but things may start to tighten up a bit on both items for the next month or so. We are watching and waiting to see how new Canadian production affects things towards the end of the year.

# AVOCADO

Mexican avocados are now leading the avocado market in volume as California wraps up the season. Larger sizes are in plentiful supply out of Mexico, and as the next bloom comes into the picture, we will see the smaller sizes balance out the packout. Quality and taste remains very good and will continue that way for the foreseeable future.



### Navels

Import season is winding down quickly and demand will begin to exceed supplies as the industry transitions back into 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 mid-October.

### 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.

## CUCUMBERS

Cucumber prices are steady; we are seeing good supply coming out of Baja, Nogales, and Texas.

## RUSSET POTATOES

Prices are stable with a slight decrease on some sizes; seeing great quality. Norkotahs are well in stock and plentiful. Storage Norkotahs are expected to start shipping mid-October. Harvest on Burbanks has begun.

## BELL PEPPERS

### Red Bells

Steady out of Oxnard and Fresno area, and we predict them to remain steady for the next two weeks until the east coast starts pulling. We might see the market go up because several vendors will finish and we will have to wait for the transition to Coachella mid-October.

### Green Bells

The crop in Oxnard is finishing up. Northern California will transition to Coachella starting mid-October.

### Valencias

California has limited supply during the month of October. 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.

### Limes

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

## ONIONS

Supplies and quality are still really good on yellow, sweet, and red onions, mostly shipping from the Pacific Northwest. White onions are in tighter supply as California is basically finished.

## BERRIES

### Strawberries

Fall Crop strawberry volume is increasing in both Santa Maria and Oxnard. Pricing remains steady, with good demand.

### Blueberries

Blueberry vessels from Peru are delayed; fruit is very tight this week with higher prices. Demand is weak for domestic and Canadian fruit; quality an issue. Fresh pick is done.

## CHILES

We might see prices firming up; not a lot of product out there currently, but we will see it firm up even more as soon as northern California finishes.

## BRUSSELS

Machine harvest going well; we have good volume.

