



OCTOBER WEEK OF 10.26 - 10.30

# RETAIL MARKET REPORT

A Weekly Newsletter by Veg-Fresh Farms



## 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.

### 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.

### Grape, Cherry and Medley Tomatoes

Market is steady.

### Organic Romas

There are good supplies available on organic romas. The market is coming down and we have inventory to clean up.

### Conventional TOVs

Plenty of product available at this time. Canada is having a final flush to their season; they normally go in and gas their remaining fields to finish up production by Thanksgiving. Along with that production, Mexico is starting to ramp up and things should continue this way through Thanksgiving.

### Organic TOVs

Supplies are good but there is not an over abundance like the conventional TOVs. There is a wide range of cost at this time and we do have good supplies.

## Organic Beefsteaks and Vine Ripes

Market is still pretty short and business has slowed, so cost has come down. Our volume will continue to be steady for the time being.

## PINEAPPLES & MANGO

Costa Rican pineapples are now in better supply as negotiations are going on in Costa Rica and road blocks have subsided a bit, allowing more pineapples to get to the packing houses and ports. Plenty of Mexican pineapple coming into the West Coast as well.

Ecuadorian Tommy Atkins mangos are now coming in but pricing is still high in the teens. Quality is good.

## ORGANIC MELONS

### LAST WEEK OF CA SEASON!

We are coming to the end of the organic melon season in Los Banos. We are still going with good supplies and quality through this week and early next week on organic mini watermelons. We should finish totally by the middle of next week.

## ORGANIC APPLES

Good volume and promotional opportunities on new crop apples out of Washington. Recent cold weather has negatively impacted pink ladys and fujis. Volume has come down a bit and prices are up.



## Heirlooms

Unfortunately, Organic Heirlooms are mostly gapping until mid-November. California crops are done and Baja is still 2 weeks away from any volume. Supplies against conventional fall crops are steady and markets remain strong. Baja volume will not start until mid-November.

## ORGANIC HARD SQUASH

Still plenty of domestic product out of California and the Northwest on most varieties. Limited supplies on red kuri, kabocha and honeynut. Mexico is just starting up with organic acorn squash.

## PUMPKINS

### LAST WEEK OF PUMPKINS

Last of the pumpkins going out this week.



## 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.

## 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.

## 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.





### Organic Valencias

California Valencias are in fair supply. Sizing is peaking on 113/88/138ct which is perfect for bags. Industry is limited on 72/56ct throughout October.

### Organic Grapefruit

California Rio Red Grapefruit has started. Supplies are limited on 40ct and larger and is peaking on the smaller side, 48/56/64 ct.

### Organic Lemons

The summer/fall Mexico crop is now in peak volumes. Industry wide volumes are beginning to improve as well as sizing. Large Fancy fruit (75/95ct) volume is increasing; mid to smaller sizes are in good supply (115/140/165/200ct). New crop California has started in light volumes and will continue to build into November.

### Organic Minneola

Next crop will be California mid-December 2020.

### Organic Navels

Next crop will be California early to mid-November.

### Conventional 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.

### Conventional 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.

### Conventional 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.

### Conventional Grapefruit

California Grapefruit is finished and new crop out of Texas has begun.

### Conventional Limes

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



### 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](mailto:berries@vegfresh.com) for price and availability.

### Blueberries

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



## BELL PEPPERS

### Organic Mini Sweet Peppers

We started in Baja, which has been hit with heat. Seeing limited volume, and prices are HIGH.

### Organic Colored Bells

Mexico will have 3 week limited volume until the next set starts. Holland's season has ended.

### Conventional Red Bells

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

### Conventional Green Bells

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

### Organic Green Bells

We are currently growing in Portland, but what we have in inventory from Portland will be the last for the season. Mexico is gapping for 2 weeks. Coachella has started with 90% choice product and very limited volume on fancy organic green bells. Expect to gap!

## SOFT SQUASH, EGGPLANT & CUCUMBERS

### Organic Slicer Cucumbers

Good volume from Baja as well as from Hermosillo.

### Organic Hot House Cucumbers

Baja should have better volume available in the next 2 weeks. We are anticipating a three week gap in November because of the late start in Culiacan.

### Cucumbers

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

### Conventional Soft Squash

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

## BRUSSELS, BEANS & SNAP PEAS

### Organic Brussels

Quality is getting better as the weather is cooling off. With cooler nights and shorter days, growing conditions and quality have improved from Baja. Demand is expected to increase by the end of October for Thanksgiving pulls.

### Conventional Brussels

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

### Organic Snap Peas

We are year-round in Baja. Quality is a struggle due to recent heat waves.

### Organic Green Beans

Baja, Mexico volume has improved as growers are harvesting new fields. We continue to see limited supplies from Southern and Northern California. Expect demand to increase by the end of October for Thanksgiving pull; we will have very limited supplies.

### Persian Cucumbers

Lots of cucumbers right now; great time to promote! Good supplies on organic Persians as well.

### Organic Zucchini

Hermosillo has started with volume.

### Organic Eggplant

Delayed to start in our fields in Culiacan.

### Organic Yellow Squash

We have started in Hermosillo. Good volume and quality.

