



RETAIL MARKET REPORT

A weekly Newsletter by Veg-Fresh Farms

TOMATOES

ROUND, ROMA AND VINE RIPE TOMATOES

Mexico: This week we are finally seeing a return to normal supplies on roma tomatoes. Round tomatoes are also starting to show up, but we will not see normal volume until the end of January. Large size round tomato prices remain elevated.

Florida: The Florida winter tomato crop harvest continues to be hampered by the effects of weather on the crop last month. Large size tomatoes and grape tomatoes are in very limited supply and still priced high. Barring any new weather issues, there should be a return to normal by the end of this month.

CONVENTIONAL & ORGANIC TOVS

Conventional – Market is up quite a bit. Things have not reacted on our end yet but we are being told that the rest of the country is extremely short.

Organic – Market is up quite a bit. Things have not reacted on our end yet but we are being told that the rest of the country is extremely short.

ORGANIC ROMAS

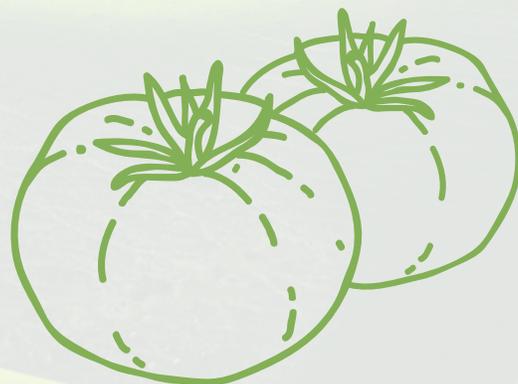
Market is coming down and there is a lot of product available at this time. Nogales is ramping up and this is one item we can try and promote.

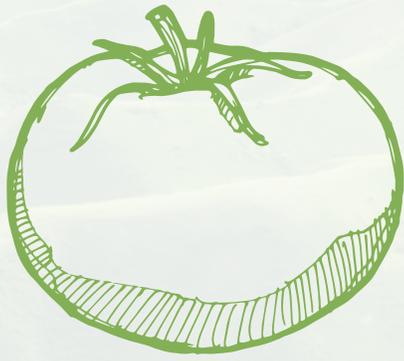
ORGANIC BEEFSTEAKS/VINE RIPES

Market is steady and our supplies are very light. We have limited volume this week, and not expecting any volume to come in next week (as of now). Pricing is all over the place.

GRAPE, CHERRY AND MEDLEY TOMATOES

Organic and conventional grape tomatoes continue to be VERY short in supply due to cold weather in Mexico and Florida. Medley tomatoes are also extremely short due to the same reason.





HEIRLOOMS

Organic: Baja crops remain limited. Central Mexico's new crops remain delayed due to cool weather. Forecasting volume to improve by end of January. Markets remain elevated.

Conventional: California Fall crops will finish up by the end of the month. New crops out of Mexico have started. Volume will begin to improve within the next 7-10 days. Markets are down slightly.

CITRUS

CONVENTIONAL NAVELS

California is running at peak volume and flavor. Sizing is peaking steady across the board with good volumes out of both Northern and Southern California.

CONVENTIONAL VALENCIAS

Mexico has started and will be the juicing orange available through April 2021.

CONVENTIONAL LEMONS

California has taken over as the main supply source now through May 2021.

CONVENTIONAL LIMES

Market and costs are high due to cold weather and short supply.

CONVENTIONAL GRAPEFRUIT

Industry has transitioned to Texas new crop now through April 2021.

ORGANIC NAVELS

California is running at peak volume and flavor. Sizing is peaking steady across the board with good volume on 56/72/88ct.

ORGANIC VALENCIAS

Mexico is the main supply source now through May. Sizing is peaking on 113/88/138ct, which is perfect for bags.

ORGANIC LEMONS

California D3 is winding down quickly and then the industry will transition to D2. The overall market will be short on supply in January/February and most of the Spring/Summer months before Mexico is back in season in June/July.

ORGANIC GRAPEFRUIT

California and Mexico Rio Red Grapefruit is in production. Supplies are limited on 40ct and larger, and are peaking on the smaller side (48/56/64ct).

ORGANIC MINNEOLA

New crop California has started and will be available now through February 2021.

CHILES

Plentiful product coming out of Baja and Nogales

ONIONS

There are promotable volumes on red and yellow onions out of the Northwest. Good supplies and quality on sweet and white onions. We are getting good quality white onions from Nevada.

Jan. 13



BELL PEPPERS

ORGANIC MINI SWEET PEPPERS

Mexico started with limited supplies.

ORGANIC COLORED BELLS

Mexico has limited supplies on yellow bell peppers and orange bell peppers. Average volume on red bell pepper.

ORGANIC GREEN BELLS

Mexico has good quality and volume.

CONVENTIONAL ORANGE AND YELLOW BELLS

Colored bells are very short; Nogales is currently delayed with very little supply coming in.

CONVENTIONAL GREEN BELLS

Coachella crop has ended completely. Green bell peppers have gotten active due to cold weather.

CONVENTIONAL RED BELLS

Very little supply out of Coachella; it's almost all done, but we will see some volume for another week or so on elongated product. Nogales has started with little volume.

POTATOES

Size 100s Norkotahs from the Pacific NorthWest are slightly higher, while 80s are slightly lower. All other sizing is steady. 50s and 70s Burbanks from Idaho are slightly lower, all other sizing is steady. Supply and pricing are stable in all other shipping regions. Norkotahs are still showing excellent quality while Burbanks are slightly above average. Norkotahs are widely available compared to Burbanks.

ORGANIC HARD SQUASH

Good supplies of organic butternut and spaghetti. Organic acorn is short and costs are going higher. New fields of delicata have started up. Costs are high and not much product is out there. Kabocha is down a couple dollars in cost this week. Product is nice.

SOFT SQUASH, EGGPLANT & CUCUMBERS

ORGANIC SOFT SQUASH

Growing out of Guaymas. Limited volume.

ORGANIC EGGPLANT

Supply out of Mexico. Good volume!

ORGANIC HOT HOUSE CUCUMBERS

Currently out of Culiacan. Limited volume between harvest cycles.

ORGANIC SLICER CUCUMBERS

Currently out of Guaymas. Prices starting to firm up.

PERSIAN CUCUMBERS

Market is heading up. Strong demand, good quality. Organic Persian Cucumbers are holding steady. Nice quality product is out there, but costs remain high.

CUCUMBERS

Product is steady; a lot of product is available due to low demand from customers right now.

SOFT SQUASH

The market has gotten very short due to a gap. Gap is expected to last for about 3-4 weeks.

TROPICALS

MANGO

Good volume on Kents and Tommy Atkins from Ecuador. Market price is rising, finally. Peru mangoes will start arriving over the next two weeks.

Jan. 13

PINEAPPLE

Conventional - Conventional is extremely short this week on both Costa Rican and Mexican pineapples. Pricing is now elevated in the mid-teens.

Organic - Organic pineapples are in decent supply from both Costa Rica and Mexico currently; mostly 8ct available

BERRIES

STRAWBERRIES

The strawberry market continues to be demand exceeds supply. First of the year ad activity has driven demand up and production has been light in all growing regions due to cooler weather and rain. Mexico, Florida, and CA are all significantly behind last year's production for the first half of January. California and Baja should see an uptick in production in the next 7-10 days due to warmer temperatures, but the market is expected to stay firm for the next several weeks until there is a significant increase in volume. With forward ad pricing at reasonable levels, we anticipate good demand for the balance of the month.

BLUEBERRIES

Supply of both conventional and organic blueberries has been disrupted due to the holiday backlog of containers waiting to be offloaded at the port. Should take 4-5 days before we resume steady supply.

ORGANIC APPLES

Good supplies of most organic apple varieties, but costs continue to rise. Still a good category to promote! Honeycrisp and granny smith costs continue to rise.



BRUSSELS, BEANS & SNAP PEAS

ORGANIC BRUSSELS

With cooler nights and shorter days, growing conditions and quality have improved from Baja.

CONVENTIONAL BRUSSELS

Machine harvest going well and we have good volume.

ORGANIC GREEN BEANS

Started a new field in Sinaloa.

ORGANIC SNAP PEAS

We are year-round in Baja, and quality is good.

100%
ORGANIC