



**Veg
fresh**
farms

Food Service

FOOD SERVICE MARKET REPORT

A weekly Newsletter by Veg-Fresh Farms

AVOCADO

Avocados remain in steady supply but demand is ramping up considerably as restaurants across the United States begin to open their doors again. Mexican avocados on the trees are steady as she goes but the region will be experiencing a harvest stoppage for four days due to Semana Santa (Holy Week). Quality remains excellent, and will continue to be that way as we head into spring. The California season is upon us and domestic supply is at the beginning of a solid ramp up from weeks prior. Harvest estimates for CA were originally estimated at about 300 million pounds but that number has scaled back some as the season comes into focus. Due to wind and other weather-related issues, that number will likely be closer to about 250-260 million pounds. Quality remains excellent and will continue to monitor the total pounds being made available. We anticipate the market to stay elevated for another month in typical fashion for this time of year, with some relief as we inch closer to summer.

POTATOES

Burbank potato supplies are stable with prices beginning to rise as supply on Norkotahs are declining. Burbanks will be shipped once Norkotah season is over. Quality is above average.

BELL PEPPERS

GREEN BELLS

Green bells are still active, but we have seen several growers in the Coachella area beginning this week.

CONVENTIONAL COLORED BELLS

Still sloppy (cheap) but it should be firming up in the next couple of weeks.

NATIONAL RESTAURANT SALES SERVICES

Veg-Fresh Farms has a proven track in superior customer service, on-time deliveries, and consistent high quality in our fresh produce items. Our network of professionals service over 50 distribution centers in 40 states for over a dozen national restaurant concepts across the United States. In total, our produce reaches over 25,000 restaurants across America.



LETTUCE

ROMAINE LETTUCE

Salinas has started on Romaine and product looks good.

GREEN LEAF LETTUCE

Product is available and quality is good. Salinas growing season has begun.

ICEBERG LETTUCE

Salinas lettuce is starting off looking good, a bit on the smaller side and minimal issues. It has been very cold in the Salinas Valley which has the potential to slow volume down in the coming weeks.

CHILES

Product continues to be high until Baja and Northern California begin.



ONIONS

Yellow and red storage onions are still going from the Northwest. Most of the White Onions are arriving now from Mexico with pretty good quality. New crop from Imperial valley will start mid-week next week.

TOMATOES

ROUND, ROMA AND VINE RIPE TOMATOES

Mexico: Spring tomato harvest in Mexico continues along with Vine Ripe and roma tomatoes. We are beginning to see the effects of some areas winding down and new areas starting up. The best quality roma tomatoes are coming from Sonora and Obregon. The older roma regions are still harvesting and there is a wide range in quality.

Florida: Florida received 4-5" of rain in the growing areas on Monday. Harvesting is curtailed for 2-3 days and it's giving them a chance to clean up fruit that was harvested over last weekend. Quality of the post rain fruit remains to be seen. The spring tomato deal is just beginning so many weeks of picking left to go.

California: Indio, CA is set to begin early summer tomato harvest in the first week of May.

GRAPE, CHERRY AND MEDLEY TOMATOES

Plenty of grape tomatoes out of Mexico and Florida. Medley's are starting to become more available and cherry tomato supply is good.



BERRIES

BLUEBERRIES

Market is still demand exceeds supply. Blueberries will continue to be in short supply until the end of April from all districts. Mexico crossings are light and will continue to decrease weekly and end by late May. Florida has experienced severe weather affecting the fruit on the plants. California should be starting around the first week of May. We expect prices to stay high until the beginning of summer.

CITRUS

VALENCIAS

Mexico will be the juicing orange available through April/May. California new crop is expected to begin in light volumes in April as Mexico begins to wind down.

NAVELS

California is running at peak volume and flavor throughout April. The season will begin to wind down in May and June before Imports begin. Sizing is peaking steady across the board with good volumes out of both Central California.

LEMONS

California has taken over as the main supply source now through May 2021. Imports are expected to start late June/early July.

LIMES

Product is still even higher due to a shortage caused by weather conditions.

CUCUMBERS

Product very short and expensive, it will stay active until Baja starts in the end of May.

STRAWBERRIES

Demand exceed supplies for the short term with heavy Post Easter ads all over the US and Canada. Looks like another week of heavy pro rates due to a much smaller and pushed back peak in Baja, Oxnard and Santa Maria. Most are saying the typical fruit set that we would be seeing now and for the balance of April is just now there. There is speculation of problems with original nursery stock, a colder than normal March, etc. The bottom line looks like we just will never see the normal peak we would see out of Baja and Oxnard. Santa Maria is still too early to tell whether we will see a similar situation. Quality and condition is very good from all shipping locations. We have several cold days ahead that will not help our current situation. There does seem to be some light at the end of the tunnel with a warming trend starting this Saturday and for the foreseeable future.

Call your Veg-Fresh Sales Representative for volume and pricing commitments.



BRUSSELS

Good volume from Mexico and California.