



RETAIL MARKET REPORT

A weekly Newsletter by Veg-Fresh Farms

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.

CONVENTIONAL & ORGANIC TOVS

Conventional - There is plenty of availability at this time and costs are good.

Organic - Low availability

ORGANIC ROMAS

Demand is good and we will have good availability starting next week.

BEEFSTEAK TOMATOES

Conventional - Market is up slightly, but overall movement is just okay.

Organic - There is plenty of availability at this time and costs are good.

HEIRLOOMS

Organic - Unfortunately, organic heirlooms remain limited out of Mexico. Spring harvest out of Baja is delayed due to cooler weather. California crop has begun with very limited pallet volume. Demand exceeds supply status until the new spring crop out of Baja begins in late April - early May.

Conventional - Supplies improving slightly out of Central Mexico, and are a better option for customers that can take conventional vs the organic.

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.

CITRUS

CONVENTIONAL 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.

CONVENTIONAL 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.

CONVENTIONAL LEMONS

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

CONVENTIONAL LIMES

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

CONVENTIONAL GRAPEFRUIT

Industry has transitioned to California immediately due to the freeze and crop failure in Texas. California new crop volume is limited and peaking on smaller sizing, 40ct and smaller.

ORGANIC NAVELS

California is running at peak volume and flavor. Sizing is peaking steadily 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. California new crop is expected to begin in light volumes in April and build into May as Mexico begins to wind down.

ORGANIC LEMONS

California D2 is the main supply source throughout April/May/June. The overall market will begin to shorten on supply moving forward 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 32ct and larger and are peaking on the smaller side, 48/40/36ct.

ORGANIC HARD SQUASH

Good supplies of most organic squash. Kabocha is not available.

ORGANIC APPLES

Good supplies on most varieties with promotional opportunities. Import apples will start arriving mid-April. Nice looking fruit out of New Zealand.

CHILES

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



BELL PEPPERS

ORGANIC MINI SWEET PEPPERS

Seeing some quality issues from Mexico.

ORGANIC COLORED BELLS

Good volume from Mexico on Organic Red, Yellow and Orange. Holland has started with limited volume.

ORGANIC GREEN BELLS

Prices are rising and volume is starting to tighten up. Mexico season ended.

CONVENTIONAL 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.



SOFT SQUASH, EGGPLANT & CUCUMBERS

ORGANIC SOFT SQUASH

Light volume with quality issues out of Hermosillo.

ORGANIC EGGPLANT

Light volume out of Mexico, and prices are rising as the season finishes up.

ORGANIC HOT HOUSE CUCUMBERS

New growing cycle out of Culiacan with limited volume.

ORGANIC SLICER CUCUMBERS

Mexico is starting to finish up the season with limited volume and quality issues.

PERSIAN CUCUMBERS

Currently have Persian Cucumber production out of Central Mexico and Baja. Good supplies and strong demand. Organic Persian Cucumbers are still short and very expensive. Supplies should start improving over the next two weeks.

CUCUMBERS

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



BRUSSELS, BEANS & SNAP PEAS

ORGANIC BRUSSELS

Good volume from Baja.

CONVENTIONAL BRUSSELS

Good volume from Mexico and California.

ORGANIC SNAP PEAS

We are year-round in Baja, with good volume.

ORGANIC GREEN BEANS

Beginning fields out of Baja.

BERRIES

STRAWBERRIES

Demand exceeds supplies for the short term with heavy post-Easter ads all over the country and Canada.

Baja has good volume with good quality and condition. Oxnard is seeing less than originally expected volume. Santa Maria is getting ready to see bigger increases by the end of April or the first week of May with really good quality and condition. We have had a nice weather trend since last weekend and expect to see an increase in production next week. As soon as we see some sunshine for any sustained period of time we expect both Oxnard and Santa Maria to ramp up quickly. Short term, the industry does not seem to be getting enough fruit to cover heavy ad activity.

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

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.

TROPICALS

MANGO

Volumes are increasing and the pricing is finally coming down this week.

PINEAPPLE

Supplies are still limited this week and for the next 2-3 weeks.

Organic pineapples are also very short this week out of Costa Rica. There are some decent supplies out of Mexico though.

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.

ONIONS

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

