



RETAIL MARKET REPORT

A weekly Newsletter by Veg-Fresh Farms

TOMATOES

ROUND, ROMA AND VINE RIPE TOMATOES

Mexico: Sinaloa and Culiacan growing areas have both finished winter tomato production. Whatever round tomatoes left are mostly 5x5 and smaller, with 4x4's and 4x5's being in very short supply. Once the new shade house areas begin production in Central Mexico, we will start seeing a return of the bigger sized tomatoes. 5x5's and smaller are in the \$14.00-\$15.00 range while 4x4's and 4x5's are in the \$18.95-\$22.95 range with limited availability.

Mexican roma tomatoes are also between harvest stages. Volume has dropped and prices have spiked as both availability and ready to use color have been temporarily impacted. A return to normal production is expected within the next 7-10 days.

Florida: Florida is running substantially less volume this week. Wet weather over the past two months has taken a toll on the Palmetto Tomato crop. It is now being realized as the yield per acre has declined rapidly and should remain so through the end of June. Markets have reflected the decline in volume as both roma and round tomatoes have elevated into the high teens for best quality.

California: Indio, California is set to begin field tomato harvest next week.

HEIRLOOMS

Organic - Currently improving out of Baja. California crops have begun with limited volumes.

Conventional - Supplies are steady out of central Mexico. Markets are up slightly. California crops are forecasted to begin in July.

BEEFSTEAK TOMATOES

Conventional - Product availability is getting shorter and costs are going up. Will be like this for at least 2-3 weeks.

Organic - Short. Very limited availability at the moment causing markets to be higher.

GRAPE, CHERRY AND MEDLEY TOMATOES

Grape and Cherry tomatoes are in good supply. Medley tomatoes are still a bit short at the moment.

ORGANIC ROMAS

Availability has been limited. There is supposed to be an increase in product for the April - June period but due to cold weather in March, there hasn't been an increase yet. We were hoping to have good availability right now but are still waiting to see if things will pick-up.

CONVENTIONAL & ORGANIC TOVS

Conventional - Market has not changed. There is still plenty of product available and pricing is all over the place. Mexican TOV's are higher than Canadian and US products.

Organic - Good availability for now but expect things to start tightening up in a few weeks. Mexico will be winding down a bit through May and start up with new production in June. Expect pricing to go up to the mid to high teens.

CITRUS

CONVENTIONAL NAVELS

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

CONVENTIONAL VALENCIAS

Mexico will be the juicing orange available through May. California's new crop has started in light volumes and will continue to build as Mexico winds down in May/June.

CONVENTIONAL LEMONS

California is the main supply source now through May and June. 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 beginning to wind down during the first half of May. 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 and most of June. Sizing is peaking on 113/88/138ct, which is perfect for bags. California's new crop is expected to begin in light volumes in May and build into June as Mexico begins to wind down.

ORGANIC LEMONS

California D2 is the main supply source throughout May and 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 early 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 APPLES

Some domestic varieties are getting short. Organic honeycrisp and Granny Smith are getting very short. Import apples from South America and New Zealand will be starting in May.



BELL PEPPERS

ORGANIC MINI SWEET PEPPERS

Seeing some quality issues from Mexico.

ORGANIC COLORED BELLS

Red, Yellow and Orange bells will be coming in from Canada. A few from Holland with limited volume.

ORGANIC GREEN BELLS

Prices are rising and volume availability is starting to tighten up out of Mexico now that the season has ended. California season has started with light volume.

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.

ORGANIC HARD SQUASH

New fields of Spaghetti, Butternut and Acorn Squash are now starting. We will continue to have Organic Delicata Squash for the next 4 to 6 weeks.

SOFT SQUASH, EGGPLANT & CUCUMBERS

ORGANIC SOFT SQUASH

Mexico season has now ended. New fields from Baja will start soon.

ORGANIC EGGPLANT

Mexico season is finishing 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

Conventional: There is good volume out of Baja and Central Mexico. Demand continues to remain strong.

Organic: Persian Cucumber supplies are starting to improve. Costs are still high, but should come down over the next couple of weeks.

CUCUMBERS

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

CHILES

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

BRUSSELS, BEANS & SNAP PEAS

ORGANIC BRUSSELS

Baja Mexico will start with some quality issues as weather warms up.

CONVENTIONAL BRUSSELS

Good volume from Mexico and California.

May 5

ORGANIC SNAP PEAS

Good volume from Baja Mexico.

ORGANIC GREEN BEANS

Volume from Baja is very limited with quality issues. California will be delayed for 3 weeks due to cooler weather.

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

Plenty of volume from Georgia and Mexico. Prices are now at promotable levels with good volume on all pack sizes.



TROPICALS

MANGO

Volume is steadily increasing. Tommy Atkins and Haden variety 6's to 12's. Larger mangos are more limited and still expensive.

PINEAPPLE

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

Organic: Supplies are fairly short out of Costa Rica. There is decent supply out of Mexico at the moment.

POTATOES

Pricing for 40 to 80s Burbanks and 40 to 70s Norkotahs from Idaho are higher. The Burbank supplies are declining and will continue to decline as the Norkotahs deplete. Norkotah prices are stable in all other shipping regions, supplies are expected to be depleted by late May. Quality is average on both Burbanks and Norkotahs.

ORGANIC STONE FRUITS

Organic Apricots, Peaches and Nectarines are set to start in early May. Apricots being the first item available. Sizing will start small, but will get larger over the next month.



May 5

ONIONS

Yellow storage onions are still going from the Northwest. Red onion prices are firming up as North West finishes up. White Onions are arriving from Mexico with good quality; some slight greening. New crop from Imperial valley is now going with yellow, white and red onions. Central California crop starting in 2-3 weeks.

