



FOOD SERVICE MARKET REPORT

A weekly Newsletter by Veg-Fresh Farms

AVOCADO

The general USA market appears to be consistently steady as Mexico enters the tail end of their season. Volume out of Mexico has been very steady for several weeks but quality has been trailing compared to what we have been seeing in California fruit. This has resulted in pricing discounts out of Mexico as the fruit must come off the trees for harvest. As the saying goes, “use it or lose it”.

In regards to California fruit, the quality has been excellent but volume estimates continue to trend downward, closer to 265 million pounds. For reference, in 2020 the harvest was at 375 million pounds. As the Mexican fruit volume continues to dwindle we will see Peru enter the game around the end of June helping to plug the gap in Mexican volume. All in all we see a steady market for the month of June.



LETTUCE

GREEN LEAF LETTUCE

Product is available and quality is very good. It has been quite windy in the fields so some fringe burn is being reported.

ROMAINE & ROMAINE HEARTS

Plenty of product is available; some light fringe burn will be seen. High temperatures could also play a huge role in the market moving forward

ICEBERG LETTUCE

Quality is very nice with plenty of product available. Demand has picked up with more and more states reopening and loosening restrictions. Weather is going to play a factor the next two weeks. Temperatures have been cool so far this year but temps are expected to be in the high 80's with the potential to hit triple digits. A potential shortage of product due to field crews not being able to work in high temps, quality issues due to high heat could cause the market to change drastically.

WEATHER OUTLOOK

information from usda.gov

Blazing heat is expected this week in California and the desert southwest. There will be an increase in shower activity on the Midwest. Possible excessive rainfall and flooding in an already-soggy central Gulf coast region. Above normal rainfall across the eastern half of USA.

POTATOES

40-80s burbank potatoes from Idaho are currently higher than the previous week. Supplies and prices are stable in all other shipping regions with good quality. Smaller size russets are widely available compared to the larger sized russets. Burbanks are exclusively being shipped until the new Norkotah crop becomes available which is expected to start in August.

TOMATOES

ROUND, ROMA AND VINE RIPE TOMATOES

Mexico: Baja has begun to receive much greater volume this week on both roma and vine ripe tomatoes. Hot weather is bringing an accelerated harvest situation down there also.

Southeast: South Carolina will be in production but received enough rain this past weekend to keep growers out of the fields for 3 days this week. Once things dry out, this area should continue harvesting for 2-3 more weeks. Market is \$14.00 FOB for best quality. Arkansas should begin harvesting Vine Ripe tomatoes at the end of next week and it will be a high volume 10-15 day pick to get the entire crop off. Tennessee should begin harvesting tomatoes by mid to late July.

California: By the end of this week, all California growers will have started harvesting their summer tomato crop. There is extreme heat predicted for this week and growers will struggle to accomplish accelerated picking with a limited labor situation. Markets are in the low to mid teens for the best quality.

GRAPE, CHERRY AND MEDLEY TOMATOES

Cherry tomatoes are short this week.

ONIONS

Extreme heat in the desert areas will essentially end the desert onion deal early. Hopefully the temperatures won't affect the Central California crop too much. Central CA onions are in full swing on yellow, white, sweet and red onions.

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

Extremely short this week

BRUSSELS

Mexico has ended. California has started with hand pick items but seeing issues from the heat.

CITRUS

VALENCIAS

Mexico is winding down in June and will make way for the domestic crop. California new crop has begun in light volumes and will continue to build as Mexico finishes. The crop is peaking on small to mid sizes, mostly 113/88ct. There is heavy demand for 113/138ct as food service business picks up.

NAVELS

California is winding down during the month of June. Imports will begin to arrive in light volume throughout June and continue to build into July and August. Sizing is peaking on mid and larger sizes, smaller sizes are limited.

LEMONS

California is the main supply source now through June. Imports are expected to start mid June/early July.

LIMES

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



June 16

BERRIES

STRAWBERRIES

We are very close to normal production for this time of year. We are actually 14 million trays behind last year (YTD) as an industry. Demand is good. There seems to be good retail ad activity this week and next. There is an extreme heat wave going through Central and Southern California for the next few days. Santa Maria is over its peak on early East side varieties with many Grower/Shippers diverting to the freezer. Later varieties are at their peak with very good quality, size and condition. Salinas/Watsonville has fairly normal volume and has been increasing weekly. If the fields were not at their peak the heat will be pushing most if not all Salinas/Watsonville into their peak. We are, as an industry, short on labor that could force some fields to pick freezer for a week to catch up after this heat. Within a week we will be back to normal state production with very good quality and condition. Plenty of fruit to continue to promote for the foreseeable future.

Call your Veg-Fresh contact for volume and pricing information.

BLUEBERRIES

Blueberries continue to be in good supply and available on both coasts. The high heat in the valley has taken its toll on the blues in California and we are seeing some weakness in the fruit. The Pacific Northwest has started as well and volume will increase by next week. Prices should remain steady as there is still plenty of volume for promotions.

CHILES

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

CUCUMBERS

Product very short and expensive, it will stay active until Baja starts.