



RETAIL MARKET REPORT

A weekly Newsletter by Veg-Fresh Farms

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.

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.

ORGANIC ROMAS

The Organic roma market is coming off. We are now finishing up with our Mexico production and have about a week left.

BEEFSTEAK TOMATOES

Conventional - The market is all over the place. Availability depends on who you talk to. A lot also depends on the vine ripe market and what happens there. Expect things to stay in the mid to high teens. Vine ripe will be a better option cost-wise for more customers at the moment.

Organic - Organic Beefsteaks are still really short. We are hearing the market is in the low to mid 20s. Mexico is currently gapping. Canada and USA production is light. We expect the market to stay short for 3-4 weeks. We have limited supplies so keep me updated if you have any needs.

CONVENTIONAL & ORGANIC TOVS

Conventional - They are finally moving up. Cost is a bit high and will be even higher next week. Mexico is gapping for about 3-4 weeks. Hearing that Canada may be affected pretty badly by brown rugose along with some USA production. We will have to wait and see how things progress on that front. So all of these factors are combining for a better market. Also, it has been cheap for so long that suppliers are looking for any reason to take the market up.

Organic - Mexican production is down. Canada and USA have availability but not that much. The market is still pretty cheap. We were expecting things to go up like the conventional market but nothing has happened yet. Things can change pretty quickly on these, so stay tuned for more updates.

HEIRLOOMS

Organic Baby Heirlooms - Currently in the crop transition. New crop out of Baja is forecasted to begin in early July. California crops are scheduled to begin around the same timeline. We will keep everyone posted if we begin harvest sooner.

Organic - Harvest out of Baja is going good. There is warm weather creating an abundance of volume for the next couple of weeks. California crops have begun, however, volume remains light in comparison to Baja. Markets remain stronger for California crops. Weather permitting - there will be good volume forecasted for the Baja crop through the end of June and some of July.

Conventional - Supplies are steady and plentiful out of Baja. Volume California crops are forecasted to begin the end of July. California "locally grown" crops will be promotable for August, September and October.

ORGANIC CHERRY TOMATOES

We are mostly in a crop transition gap. Limited inbounds down to twice per week. The new crop is due to begin in early July.



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CITRUS

CONVENTIONAL 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.

CONVENTIONAL 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.

CONVENTIONAL GRAPEFRUIT

California Star Ruby are in season and in peak flavor. Sizing is peaking mid to small, mostly 40/48/36ct with very few 32ct and larger.

CONVENTIONAL LEMONS

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

CONVENTIONAL LIMES

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

ORGANIC VALENCIAS

Mexico is winding down in June and will make way for the domestic crop. Sizing is peaking on 113/88/138ct which is perfect for bags. California's new crop has begun in light volumes and will continue to build as Mexico finishes in the next 1-2 weeks.

ORGANIC LEMONS

California D2 is the main supply source throughout June. The overall market is very limited through the rest of this month, especially on large fancy sizes (95/115ct). Mexico is expected to begin in July but is limited due to the freeze in February that affected Texas and Northern Mexico.

ORGANIC NAVELS

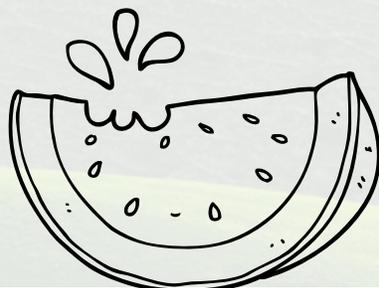
California is beginning to wind down quickly over the next 10-14 days. Sizing is peaking steady across the board with good volume on 56/72/88ct.

ORGANIC GRAPEFRUIT

California Star Ruby's are in production. Supplies are consistent across the board on all sizes.

ORGANIC MELON

Very high temperatures in the desert this week going to 120 degrees F. Organic Mini Watermelons available.



June 16

ORGANIC STONE FRUITS

Stone fruit sizing is improving as the weather warms up. Nice quality fruit that eats really well. Plums and pluots are now available. Organic Nectarine supplies have gotten much better. This is a great time to promote all organic stone fruits!

SOFT SQUASH, EGGPLANT & CUCUMBERS

ORGANIC SOFT SQUASH

New fields from baja have started.

ORGANIC EGGPLANT

Mexico and CA desert have finished with the season.

ORGANIC HOT HOUSE CUCUMBERS

New fields will be starting in Baja.

ORGANIC SLICER CUCUMBERS

Baja ,CA has started with limited volume.

CUCUMBERS

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

PERSIAN CUCUMBERS

There are heavy supplies on both conventional and organic persian cucumbers. Costs are very low and it is a great time to promote!

BELL PEPPERS

CONVENTIONAL 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

ORGANIC GREEN BELLS

California Bakersfield started limited volume. Expect issues from high temperatures.

ORGANIC COLORED BELLS

Red, Yellow and Orange bells from Holland have high pricing due to air freight.

ORGANIC MINI SWEET PEPPERS

Seeing some quality issues from Mexico.

BRUSSELS, BEANS & SNAP PEAS

ORGANIC GREEN BEANS

California and Baja have started but we are seeing quality issues from the extreme heat.

CONVENTIONAL BRUSSELS

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

ORGANIC BRUSSELS

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

ORGANIC SNAP PEAS

Seeing some quality issues from Baja Mexico

ORGANIC HARD SQUASH

Good supplies of acorn, butternut and spaghetti out of Mexico. We will have organic delicata squash for about another month. Organic Kabocha squash has finished out of Mexico and California squash will begin in 1-2 weeks.

ORGANIC APPLES

Granny Smiths imported from Argentina are now available but very limited on the West Coast. Market is very high on this item. Domestic growers are offering aggressive pricing on the Organic Fuji apples as they are trying to clean up inventory as the imports arrive. Limited domestic organic pink apples. Imports have started and supplies will continue to improve. Limited availability on the organic honeycrisp apples. Some shippers have finished while others are charging high prices.

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.

RASPBERRIES

Raspberries have increased in production in the west and prices are now reflecting at the retail level. Heat on the coast will affect quality and production; however, it is still too early to tell to what extent.

BLACKBERRIES

Blackberry crossings from Mexico are steady with a slight decrease. There is a wide range of quality, and Georgia production is still in good volume and excellent quality. This is a great time to promote blackberries as quality is excellent as is pricing.

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.

CHILES

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

June 16

TROPICALS

MANGO

Very good supply on Kents and Tommy Atkins from Oaxaca region, sizing is peaking on 7/8/9/10 and 12s.

PINEAPPLE

Conventional: Excellent supplies on 6/7/8 count pineapples from Costa Rica this week and for the next 3-4 weeks as the natural floration period is underway.

Organic: Good supply on Mexican pineapple 6, 7 and 8 count. Limited volumes from Costa Rica.

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.