



FOOD SERVICE MARKET REPORT

A weekly Newsletter by Veg-Fresh Farms

LETTUCE

ICEBERG LETTUCE

Weather has been warm in Salinas causing quality to look average to good, plenty of product is available. Shippers do their best to keep quality products in the boxes.

GREEN LEAF LETTUCE

Product is available and quality is good. It continues to be windy in the fields, so some fringe burn is being reported.

ROMAINE

Warmer temperatures are causing some quality issues in Romaine lettuce. Shippers are doing their best to identify these issues at field level. Market is getting tighter and pricing is slowly becoming elevated.

CABBAGE

Red, Green and Napa Cabbage all have great quality and plenty of product available.

AVOCADO

California has passed the top of the bell curve as far as projections on supply look. As the California fruit winds down we will start to see Mexico occupy more of the US supply into retail and foodservice. However, the truth is that there are less Mexican avocados right now as we speak than other periods of time and when both regions wind down like this, it often results in higher FOB pricing.

Quality remains good and California fruit should keep the west in business for several more weeks but the weekly numbers of week over week increase in California volume are over. Expect to see Mexico become a bigger player on the West Coast going forward.



POTATOES

All sizes including #2s are now higher from Idaho. All other shipping regions have stayed steady from last week with little variation in pricing. Small sized russet potatoes are currently dominating the market as larger sized russets continue to be limited. New crop is expected to start in early August. Quality is average on potatoes.

TOMATOES

Extremely wet weather in Mexico, coupled with labor and virus issues in Canada have limited tomato production from these two significant tomato producing areas. Extreme June and July heat in California has temporarily stunted production from this area. Do not be surprised to see the cost for finished and repacked round tomatoes and romas hover in the mid to high teens for the next several weeks.

ROUND, ROMA AND VINE RIPE TOMATOES

Virginia, North Carolina and Tennessee

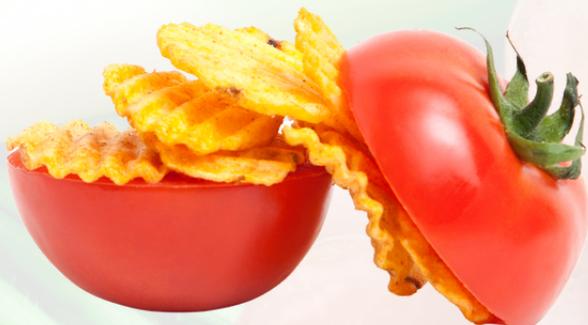
These areas are all in production with good demand from all points. The markets moved up to \$17.00++ this week with shippers sold out through the weekend.

California

California this week is currently demand exceeds too few supplies as shippers grapple with the aftermath of extreme heat on the tomato crops in June and July. By mid to late August production will move to the Gilroy/Hollister area where temperatures have remained much more moderate and production should return back to normal. Markets moved up to \$10.00++ this week with some dealing a dollar down on smaller sizes.

GRAPE, CHERRY AND MEDLEY TOMATOES

Grape tomatoes are still very active and short in supply. Medley and Cherries are also still short.



July 28

ONIONS

White Onion market is still getting shorter. Red Onion supply and quality from California is very good on Globe and Italian Flat Red onions. New crop onions from Central California should continue through October. New crop Northwest Onions will start up again in late August.

BELL PEPPERS

GREEN BELLS

Desert program is done. Product coming from Fresno is very light and quality has been affected due to the heat

CONVENTIONAL COLORED BELLS

Same as the green bells. Desert crop has ended. Fresno volume is light, and quality has been affected due to the heat

BRUSSELS

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

CUCUMBERS

Coming out of Baja with good supply.

CHILES

Baja is in full swing with consistent supplies forecasted for the next 2 months. However, the extreme heat is affecting the quality

CITRUS

LEMONS

California is winding down as we get through July. Imports are starting in light volumes and will pick up throughout August with heavy volumes out of Argentina, Chile and Mexico. Market has been limited on all fancy fruit but will see some relief as imports begin to arrive on both coasts.

LIMES

Good supply through the end of the year.



NAVELS

California is winding down quickly as July wraps up. Imports have begun to arrive in light volume and will continue to build into August. Sizing is good across the board.

VALENCIA

California will continue to build throughout the summer and pick up on volume as schools begin in August/September. The crop is peaking on small to mid sizes, mostly 113/88ct. There is heavy demand for 113/138ct as the food service business picks up as well as schools preparing to start fall classes.



BERRIES

STRAWBERRIES

Demand is good. Santa Maria is still going with much less volume due to many growers diverting to freezer for the season. Santa Maria plants seem to be loading backup and we will likely see a little more volume in about two weeks with bigger fruit coming. We will have about half of our Santa Maria fields in fresh with good quality and condition.

Salinas/Watsonville - Most fields are over their peak and should slowly trend down for the foreseeable future. Summer planted varieties (new crop) will start by Mid-August with excellent quality and condition.

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

July 28

BLUEBERRIES

British Columbia is in their peak this week and will continue to see peak volumes for the next few weeks. Oregon and Washington production will continue with strong volumes for the next few weeks as well. Oregon Organic blues will continue to increase in volume as will Washington. Prices will remain steady for the next few weeks with continued good promotional volume.

