



# RETAIL MARKET REPORT

A weekly Newsletter by Veg-Fresh Farms

## 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.

### **ORGANIC ROMAS**

Still very short. Fighting to load pallet quantities at a time. Not sure when new production out of Mexico and Baja will become available. Until then we will be struggling to cover orders.

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## BEEFSTEAK TOMATOES

**Conventional** –Currently hearing the market is getting better out of Canada. We will have to see what happens now to the market. Oceanside product is starting up production and that will have an effect on beefsteaks in the Western US.

**Organic** – We should start seeing availability pick up in the next week or two. There were a few pallets available this week and the market is still in the \$25.00 - \$26.00 FOB price range. Let's see where things go once the volume picks up.

## CONVENTIONAL & ORGANIC TOVS

**Conventional** – Market seems to be getting a little better. There are still a few cheap TOV's available around town this week. However, starting next week, costs will start increasing. How long will this last? We will have to wait and see next week.

**Organic** – Market on Org. TOV's is stagnant at this time. Market is all over the place and there is plenty of availability. The FOB market is around \$10.00 and you can buy cheaper if you can move volume. Hopefully things will turn around soon. We will just have to wait and see.

## HEIRLOOMS

**Organic:** Harvest remains steady out of Baja and California. The market remains strong in the California region compared to Baja.

**Conventional:** Harvest remains steady out of Baja. Volume from the California crop is just around the corner and forecasted to begin by the second week of August. California "locally grown" crops will be promotable for late August, September and October.

# ORGANIC MELONS

Great quality and supply on organic melons out of central California. Currently harvesting organic cantaloupes, honeydews, and mini watermelons.



# CITRUS

## **CONVENTIONAL 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.

## **CONVENTIONAL VALENCIAS**

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.

## **CONVENTIONAL GRAPEFRUIT**

California Star Ruby are finished, and the industry will transition to Marsh Ruby immediately. Sizing is peaking mid to small, mostly 40/48/36ct with very few 32ct and larger.

## **CONVENTIONAL 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.

## **CONVENTIONAL LIMES**

Good supply through the end of the year

## **ORGANIC LEMONS**

California is done. Mexico has started in light volumes and will build throughout August. The overall market is extremely short on large fancy sizes (95/115ct) as Mexico starts and the crop size structure is small.

## **ORGANIC VALENCIAS**

California new crop has begun in light volumes and will continue to build throughout July and August. Sizing is peaking on 113/88/138ct which is perfect for bags.

## **ORGANIC GRAPEFRUIT**

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



# 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.

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# ORGANIC STONE FRUITS

Good supplies on all stone fruit. Nice fruit now out of Washington. Good sizing and color on yellow peaches and nectarines. Nice white peaches out of Washington as well. Good volume on red and black plums. This is a great time to promote all Organic stone fruit.

# SOFT SQUASH, EGGPLANT & CUCUMBERS

## ORGANIC SOFT SQUASH

Good volume for the next 2 weeks.

## ORGANIC EGGPLANT

Gapping until November.

## ORGANIC HOT HOUSE CUCUMBERS

Good availability out of Baja.

## CUCUMBERS

Coming out of Baja with good supply.

## ORGANIC SLICER CUCUMBERS

Good availability.

## PERSIAN CUCUMBERS

Good supplies on conventional persian cucumbers with Organic volume now steady with elevated costs. It is a good time to promote conventional persian cucumbers.



# BELL PEPPERS

## CONVENTIONAL 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

## ORGANIC GREEN BELLS

California limited volume due to heat.

## ORGANIC COLORED BELLS

Red, Yellow and Orange bells from Holland have high pricing due to air freight. Mexico has started with good volume.

## 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 - seeing some quality issues as weather warms up.

## ORGANIC SNAP PEAS

Seeing some quality issues from Baja Mexico

# ORGANIC HARD SQUASH

California squash now shipping. Good supplies of acorn, butternut, spaghetti and kabocha.

# ORGANIC APPLES

Granny Smith Apples remain very tight. Limited quantities on import fruit only. Mostly smaller sizes and bagged fruit. Steady supply of organic apples out of South America. Organic honeycrisp is finishing up, storage fruit is available over the next week or so.

# 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.

## 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.

## BLACKBERRIES

Expect supplies to increase over the next few weeks. Peak volume should be around mid-August with gradual decrease in volume by September. Prices will remain at promotional volumes until mid-September.

## RASPBERRIES

Volume overall is down and will continue to decrease over the next two weeks. Volume should start to increase by the middle of August. Organic raspberries are also on a decrease even more so, due to decrease in acreage in the growing regions.

# 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.



# CHILES

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

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# TROPICALS

## MANGO

Very good supplies on Kents from Mexico, sizing is peaking on 8's, 9's/10's and 12's. Pricing is fairly good and there are good volumes available for the next month and prices will firm up again in mid to late August.

## PINEAPPLE

**Conventional:** There have been torrential rains in Costa Rica for the past days causing some crop damage as well as road and infrastructure damage in the growing regions and packing houses. There will be pineapple loads cancelled and very light volume this week.

**Organic:** Decent supplies on Mexican pineapple 6ct, 7ct and 8ct. Costa Rican production is set to start next week.