



FOOD SERVICE MARKET REPORT

A weekly Newsletter by Veg-Fresh Farms

LETTUCE

ICEBERG LETTUCE

Demand has picked up with schools/colleges reopening. Small issues such as tip burn, seeders may be found but overall quality is looking very nice.

GREEN LEAF LETTUCE

Product is available and quality is good.

ROMAINE

Overall quality being packed into cartons looks very nice. Romaine yields however are reducing due to quality issues. Be prepared for a potential marketplace activity in the coming weeks.

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.



Aug 04

POTATOES

Pricing on the #2 potatoes and 60-100 count russets from Idaho are higher. 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 early mid-August with average quality.

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

Southeast

Tennessee, North Carolina, Virginia and Alabama are all harvesting tomatoes currently. Quality is very good. Demand is fair to moderate on good supplies. Currently a wide range in pricing from the low to high teens.

California

Extreme heat from June and July currently has all growers in a gap until the next stages of tomatoes are ready for harvest 2 weeks from now. All shippers are harvesting very low volume which is being met with just fair demand. Quality will improve substantially when the new areas begin production near the end of August.

McAllen, TX and Baja, CA

Better supplies of roma tomatoes are now coming in. In Baja there are better supplies of large vine-ripe tomatoes. Markets on both are trending in the low to mid-teens.

GRAPE, CHERRY AND MEDLEY TOMATOES

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



Aug 04

ONIONS

New crop from Washington and Idaho (white and yellow onions) are starting up in a light way next week. Red, yellow, white and sweet onions are still coming out of Central California and should continue into October. Pricing will improve slightly as more NW areas come into production.

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

Currently harvesting in California; hand picking. Struggling with quality due to the heat in California.

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 and imports are taking over. 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 and imports are taking over. 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.

Aug 04

BLUEBERRIES

British Columbia is finally past their peak; however, volume will still be high for the next 2 to 3 weeks. Oregon volume is steady as is Washington volume with volumes still high. Prices will continue to reflect high volumes with plenty of supplies for promotions.

