



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

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.

ORGANIC ROMAS

Limited availability this week.

GRAPE, CHERRY AND MEDLEY TOMATOES

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



Aug 04

BEEFSTEAK TOMATOES

Conventional – Market is getting crazy. Canada is having production issues. Market has jumped from \$11.00 - \$12.00 fob to \$17.00 - \$18.00 in less than a week. Product is short.

Mexico product should be available starting Tuesday. Availability should be consistent but expect pricing to stay high for a while.

Organic – Market has been pretty short for a while. We are going to have our first shipment of new crop Beefs arriving on Friday. Market has been in the mid \$20's. Expecting that market to hold for now.

CONVENTIONAL & ORGANIC TOVS

Conventional – Market is finally starting to go up. Canada is having production issues. We will be starting up with our Mexican deal in 2 weeks. Expect the market to be in the \$14.00 - \$15.00 price range for next week. It could even be higher.

Organic – Market has been steady. Expect things to stay the same for now. Could get a little bump up with the conventional market starting to improve.

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 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.

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 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.

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 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

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.

Aug 04

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 availability from Baja and California.

ORGANIC EGGPLANT

Gapping until November.

ORGANIC HOT HOUSE CUCUMBERS

Limited due to weather.

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

Some quality issues due to extreme heat in California.

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

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

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. Other varieties like delicata and red kuri will be starting up soon.

Aug 04

ORGANIC APPLES

Granny Smith Apples remain very tight. Limited quantities on New Zealand fruit. A new crop of Organic Gala apples has started out of the Northwest. Seeing great quality and color from this wildfire variety. New crop of Organic Honeycrisp apples should be starting in about 1-2 weeks.

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 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.

RASPBERRIES

This is the lowest point in volume for raspberries for the summer deal. Supplies will continue to dwindle until September. Quality was also affected due to the humidity last week thus causing even higher drops in volume. Prices will continue to be high for the foreseeable future.

BLACKBERRIES

Supplies are beginning to pick up gradually. Some delays in Norcal due to weather thus keeping supplies low. They should pick up quickly with favorable weather this month. August should be a good month for blackberries with promotional volume available towards the 2nd half of August.

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.

CHILES

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



TROPICALS

MANGO

Very good supplies on Kents from Mexico, sizing is peaking on 6s, 7s, 8s and some 9s and 10s. Pricing is good and there are still good promotable volumes available for the next month or so until Mexico ends.

PINEAPPLE

Conventional: Supplies will remain tight for the next 4 to 6 weeks on all sizes, especially large. Market is still short and in the high teens.

Organic: Costa Rican production is coming in later this week. Sizes 6/7/8ct. Market is short and pricing is higher.