



FOOD SERVICE MARKET REPORT

A weekly Newsletter by Veg-Fresh Farms

HAPPY FIRST DAY OF FALL!

LETTUCE

ICEBERG LETTUCE

Lettuce quality is struggling at the moment. You will see tip burns, seeders, sclero/vert viruses, INSV (brown specking) proving to be in most fields. Field crews are doing their best to pack the best quality, overall quality is Medium to Good. Lettuce traveling further distances will show more of these issues. Expect the market to be active.

GREEN LEAF LETTUCE

Product is available and quality is looking very nice.

ROMAINE

Romaine is also having similar issues outlined in the Iceberg category. You will find tip and fringe burn and some brown specking. Be prepared for potential marketplace activity in the coming weeks.

CABBAGE

Plenty of red and green cabbage available. Industry wide Napa cabbage is tougher to find, product is on the smaller side, the market on napa is active.



AVOCADO



The avocado market continues to be rather unstable as California winds down and Mexico ramps up. We anticipate California fruit to be available now and linger until the end of September.

The eating quality is excellent on California fruit, and will continue that way until the end.

Mexico supply is here high markets will likely continue until the end of September. This is mainly due to growers waiting for fruit to size up, weather events and dry matter continuing to creep up to acceptable levels. We anticipate normal harvests and promotable volume in the month of October.

BELL PEPPERS

GREEN BELLS

Volumes out of Northern California and Baja are really good

CONVENTIONAL COLORED BELLS

Northern California still has decent volume and Mexico is starting with small volume out of our shade houses



TOMATOES

OUTLOOK

We are entering the October/November/December time frame for fresh tomato supplies. Weather is the determining factor on what availability and correspondingly pricing for what supplies are available. It has been an overly active and early season for Hurricanes and Tropical storms. The next "new areas" for tomato production to begin are South Florida in Mid-November, then Central Mexico in mid-January.

ROUND, ROMA AND VINE RIPE TOMATOES

North Carolina and Tennessee

Both of these areas have 2-3 weeks of harvest left before they finish for the season. Both of these areas had a collective 18"-20" of rain that severely damaged what is left of the crop. Yields are estimated to be 40% of what "normal" would have been. Today, the market on both romas and round tomatoes back there is \$25.95 FOB.

California

There are 3-4 weeks left in the California tomato season. Each week, week over week, there will be less volume to harvest as they approach the finish line. The market is \$16.00 to \$18.00 FOB for rounds and romas. Most likely going higher as volume dwindles.

Baja California

The Baja California round and roma crop has been damaged by multiple tropical rainstorms. There is very little coming up to the San Diego border. What few are coming up are \$18.00-\$20.00 FOB.



GRAPE/CHERRY/MEDLEY TOMATOES

Grape tomatoes are now very short. Cherry tomatoes and Medley are very limited.

SWEET KING VINE RIPE TOMATOES

Quality is excellent for our exclusive variety. Product has excellent shelf life and great eating profile. Good volume forecasted for the next few months.



Sep 22



POTATOES

Pricing on russet potatoes from Wisconsin, the Pacific Northwest and Idaho, have decreased from last week on 40s - 80s. Pricing on the russets from Colorado have stayed steady. Idaho is seeing larger sizes becoming available while prices on the smaller sizes have stayed firm. Quality has improved and will continue to improve as the new crop goes through the sweat process. Russets are expected to be harvested for the next couple of weeks and then will be shipping exclusively storage crop.



BRUSSELS

Weather update:
Road conditions are still challenging after the floods. Trucks are delayed but situation is improving slightly

Prices remain high with labor shortage and extra QC when packing due to the extreme heat over the past few weeks.

CUCUMBERS

Supply still limited volumes Baja for the next 2 weeks until we break into new fields



CITRUS

CONVENTIONAL NAVELS

California is done and imports have taken over. Imports volume is limited but should build throughout September and into October. Sizing is average across the board. Wait times for unloading at the ports are longer than usual and have created some supply issues.

CONVENTIONAL LEMONS

Import volume is picking up throughout September out of Argentina, Chile and Mexico. Market has been limited on all fancy fruit and larger sizes. Wait times for unloading at the ports are longer than usual and have created some supply issues. California D3 will start in light volumes over the next few weeks. Early reports are heavy volume crop with small sizing.

CONVENTIONAL VALENCIAS

California will continue throughout the summer and pick up on volume as schools are back in session. 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 as well as schools preparing to start fall classes.

CONVENTIONAL GRAPEFRUIT

Marsh Ruby is the variety that will take us throughout the rest of the California season. Sizing is peaking mid to small, mostly 40/48/36ct with some 32ct and larger.

CHILES

Baja has consistent supplies forecasted for the next 2 months. Quality should improve after the extreme heat. Supplies out of Northern California should provide promotable volumes for the holidays.

ONIONS

The red and yellow onion market still continues to climb. Jumbo and Colossal sized Onions are tight from California and the Pacific NorthWest areas and will be all season as the early summer extreme heats have affected the size profile during the growing stages. White Onion market is steady.

BERRIES

STRAWBERRIES

Demand is moderate for santa maria and lighter for salines/watsonville with the market steady.

SANTA MARIA

We are seeing the new crop trend up in production each week. We have ideal growing temperatures in both growing regions. It looks like we will have significant volume of new crop by the end of September with a peak around the first weeks of October. New crop fruit quality and condition is very good. We will be in a great position to support ad activity by the last couple weeks of September and through November.

SALINAS / WATSONVILLE

Sill makes up the largest part of the state's production with around 60+% of total. There is a wide range in quality and condition in the North. Most are reporting better quality and condition this week vs. last. We expect to see them trend down for the foreseeable future. Call your Veg-Fresh representative for volume and pricing information.

BLUEBERRIES

Pacific NorthWest is still in production with small volume as is California. Offshore blues have started and volume will increase each week going forward. Mexico has also begun however, due to wet weather they have stalled in crossings. Prices will remain fairly high for the foreseeable future.

