



FOOD SERVICE MARKET REPORT

A weekly Newsletter by Veg-Fresh Farms

WEATHER UPDATE

info from AccuWeather

There are two storms that we are currently keeping an eye on. Storm Larry that is on the East Coast in the Atlantic ocean and then Tropical storm Olaf that is near Mexico in the East Pacific ocean. Olaf is 210 miles from Manzanillo, MX at the moment with wind gusts of 52 mph. Larry is currently categorized as a Category 2 hurricane that is 425 mi from Bermuda area and has wind gusts of 132 mph. Flash flood warnings are in effect for the mid-Atlantic.



LETTUCE

ICEBERG LETTUCE

Lettuce quality is struggling at the moment. You will see tip burns, seeders, sclero/vert viruses, INSV (brown specking) is proving to be in most fields. Field crews are doing their best to pack the best quality. 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 a 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 wind down to virtually nothing in mid-September. The eating quality is excellent on California fruit, and will continue that way until the end.

Mexico supply is right around the corner and high markets will likely continue until mid-September, then begin to fall the latter half of the month. 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.

TOMATOES

OUTLOOK

Tomato supplies and markets in October, November and December are determined by weather. We have already had more than usual rain. We will keep up with weather updates as they happen.

ROUND, ROMA AND VINE RIPE TOMATOES

Southeast

Severe rain over the past 2 months has taken a toll on this crop. Reduced yields, quality issues and earlier finish to the season have all come into play for Tennessee and North Carolina. Markets are in the high teens for few supplies. Virginia started to harvest a limited amount of tomatoes this week but this area also has had torrential rain the past 4 weeks.

California

Of the 6 shippers left in California only 3 are packing a limited amount of fruit each week. There are only 4-6 weeks left to go in the California summer tomato deal before it is over for the 2021 season. Demand from across the country due to the eastern crops being affected by adverse weather has firmed the California tomato market up to the solid mid to high teens.

GRAPE, CHERRY AND MEDLEY TOMATOES

Grape tomatoes have better supply this week out of Mexico. Cherry tomatoes are still very short. There is a good supply of conventional medley tomatoes.

SWEET KING TOMATOES

Good supply on Sweet Kings right now.



BELL PEPPERS

GREEN BELLS

Good volume out of Northern California. Baja has started with a short window.

CONVENTIONAL COLORED BELLS

Northern California 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. Prices are rising.

CUCUMBERS

Coming out of Baja with good supply.

POTATOES

Idaho is now seeing better supply on cartons and sizes are improving. Smaller sizes are still trending. Quality has improved, but there is still excess moisture on the fresh run potatoes. The quality will improve once they have gone through the sweat process. Pricing in all of the markets has remained steady from last week.

CITRUS

LIMES

Consistent supply through the end of the year.

LEMONS

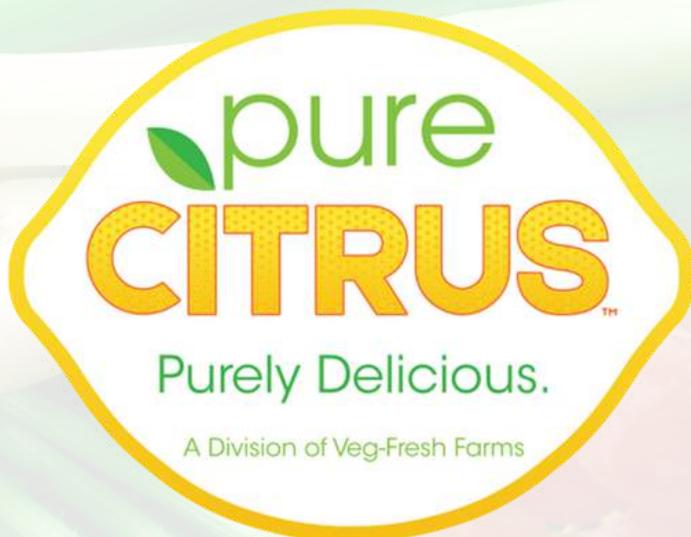
California is just about done and imports are taking over. Import volume is picking up with heavy volumes out of Argentina, Chile and Mexico. Market has been limited on all fancy fruit but will see some relief as imports begin to arrive on both coasts.

VALENCIA

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 the food service business picks up as well as schools preparing to start fall classes.

NAVELS

California is done and imports have taken over. Import volume will continue to build throughout September. Sizing is good across the board.



CHILES

Baja is in full swing with consistent supplies forecasted for the next 2 months. However, the extreme heat is affecting the quality. Good supply from Northern California available.

ONIONS

The Red and Yellow onion market is climbing rapidly. Jumbo and Colossal sized Onions are going to be a lot tighter than the Northwest onion all season as the early summer extreme heat has affected the size during the growing stages. White Onion market is also elevated.



BERRIES

STRAWBERRIES

Santa Maria - Demand is Moderate. There is very little old crop still being harvested. We have taken our last old crop fields out and diverted them to freezer. We are starting to see the new crop double in production each week. We have ideal growing temperatures in both growing regions. It looks like we will have a significant volume of new crop by the third week of September with a peak around the first week 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 - The fields are over their peak and we expect to see them slowly trend down for the foreseeable future. Salinas/Watsonville still 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.

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

BLUEBERRIES

Pacific NorthWest and BC blues are dropping in volume weekly and prices on the west coast are reflecting the shortage in volume. Central Mexico and Baja Mexico have begun and volume will slowly increase in the next few weeks. Peru has started as well; however, they are experiencing delays as well and most shipments from Peru are headed to the East coast for now. Overall blueberries will be short for at least 3 weeks until Peru and Mexico production increases.