



RETAIL MARKET REPORT

A weekly Newsletter by Veg-Fresh Farms



September 22, 2021 is the first day of fall.

ORGANIC HARD SQUASH

It's officially **FALL** season! This is the perfect time to promote Organic Hard Squash. Good supply and quality is available on all the varieties of Organic Hard squash coming out of California. Currently have much better volume on the Organic Honeynut Squash compared to this time last year. Get your orders in for the holiday season. View all of our squash options by visiting vegfresh.com/organic_hard_squash



Sep 22

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.



ORGANIC CHERRY TOMATOES

Supply remains extremely short. We are currently gapping for a few more weeks

ORGANIC ROMAS

Market is good and availability has been pretty steady. Expect things to stay the same for now. Cannot get a true feeling on where things are going. We thought availability was going to tighten up and pricing go up but that has not happened yet.



CONVENTIONAL & ORGANIC TOVS

Conventional – Demand has picked up a little and the market is trying to improve but it hasn't quite gained any traction yet. Everything else is on the rise and short.

Regardless of what other tomatoes are doing, TOV's can be the complete opposite, which is true at this moment. Still expecting things to pick up.

Organic – Market and demand are up on Org. TOV's. We were looking at the minimum a couple of weeks ago and now we are seeing costs up in the \$11.00 - \$13.00 fob range. Not sure if things will stay this way but for the short term (this week and next) we expect pricing to go up a little more and demand to stay good.

BEEFSTEAK TOMATOES

Conventional – This market is finally starting to react. 2 Layer Vine Ripe Tomatoes are up and the 1 layer beefs are starting to follow. Costs are up into double digits and people are buying beefs to help supplement a lack of 2 layer vine ripe inventory. Not sure how long things will stay this way. There is supposed to be a new product starting up out of Jalisco, MX so that could help things. Also Oceanside should be starting their Fall crop soon. But the East has been hurt by weather and they will probably have to buy product out west keeping things strong. We'll just have to wait and see how things progress.

Organic – Movement has been okay and prices remain steady. There is good availability and we can offer out ad lids for the next 3 – 4 weeks.

GRAPE/CHERRY/MEDLEY TOMATOES

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

ORGANIC BABY/MEDLEY TOMATOES

Organic Baby/Medley tomatoes remain limited and day-to-day. Forecasting the volume to remain limited for the next several weeks.



ORGANIC SWEET KING 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.

HEIRLOOMS

Organic: California Heirloom crops are finishing up North. Baja crop will remain 2-3 weeks away against any volume due to crop transition. Markets are elevating daily.

Conventional: California locally grown harvest is in a complete crop transition. New fall plantings remain 2 weeks away out of both California and Baja.



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.

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 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.

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.

ORGANIC LEMONS

California is done. Mexico is building throughout September and into October. The overall market is short on large fancy sizes (75/95ct) as Mexico starts and the crop size structure is smaller. Peak sizes are 140/115/165ct out of Mexico at this time and will improve over the next few weeks. California D3 will get started over the next few weeks in light volume and build into October.

ORGANIC GRAPEFRUIT

California Star Ruby Grapefruit are now done for the season. There is a gap through the rest of September until D3 Rio Red begin.

ORGANIC VALENCIAS

California is gapping until November.

CONVENTIONAL LIMES

Supplies remain consistent supply through the end of the year.



PERSIAN CUCUMBERS

Conventional & Organic - Persian Cucumbers are very short and expensive at the moment. Volume and costs should improve in a couple of weeks when Central Mexico production starts up.

ORGANIC STONE FRUITS

We are done with Organic Stone Fruits for now.

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.

ORGANIC MELONS

We are now done with Organic Galia and Organic Honeydew melons for the season. Still have a limited amount of Organic Mini Watermelons and Cantaloupes for the next week or so.

SOFT SQUASH, EGGPLANT & CUCUMBERS

ORGANIC SOFT SQUASH

Between fields and growing area. Limited one week higher prices.

ORGANIC EGGPLANT

We will be gapping until mid-end of November

ORGANIC HOT HOUSE CUCUMBERS

Good volume out of Baja.

CUCUMBERS

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

ORGANIC SLICER CUCUMBERS

Baja volume is tight right now.

BRUSSELS & BEANS

ORGANIC BRUSSELS

Baja Mexico - limited volume and quality issues from the hot weather.

CONVENTIONAL BRUSSELS

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

ORGANIC SNAP PEAS

Baja Mexico - limited supplies with quality issues.

ORGANIC GREEN BEANS

Quality issues due to the weather.

BELL PEPPERS

CONVENTIONAL 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

ORGANIC GREEN BELLS

Good volume.

ORGANIC COLORED BELLS

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

ORGANIC MINI SWEET PEPPERS

Good volume from Mexico.



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ORGANIC APPLES

Good volume on organic apples out of the Northwest region. This is a great time to promote Gala apples. Volume is improving on Granny and Fuji apples.



BERRIES

STRAWBERRIES

Demand is moderate for santa maria and lighter for Salinas/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.

RASPBERRIES

We can see some increase in production out of both California and Baja Mex. Central Mexico is still slow in crossing mostly due to rains in the area. Production should have good volume crossing from Mexico and Baja for the month of October. Market is steady and will continue at the same levels for the next 10 days.

BLACKBERRIES

Volume is starting to decrease in California fruit with some quality still being low with many of the shipments. Central Mexico has begun crossing this week and will increase dramatically through October.



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.

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TROPICALS

MANGO

Mexican Keitt mangos are still available on the West Coast in sizes 4's to 12's's. Brazilian Tommy Atkins 6-12ct mangos are now available in the West. Prices are much higher than Mexican fruit.

PINEAPPLE

Conventional: Decent supplies on 5/6/7 ct Costa Rican Pineapples. Next week should have more volume arriving if the boats can get offloaded.

Organic: Organic Mexican Pineapple supply is improving on the 6-8ct. Costa Rican supply is improving as well.