

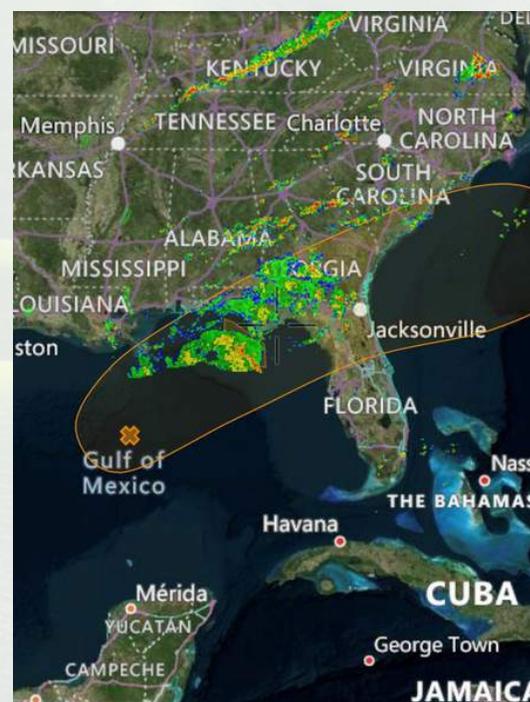
RETAIL MARKET REPORT

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.



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.

ORGANIC ROMAS

Good availability on Organic Romas right now. Expecting things to start and tighten up moving forward. Production will start to drop off out of Mexico. Doesn't look very promising with supplies out of Baja.

ORGANIC CHERRY TOMATOES

Limited inbound; mostly gapping.



CONVENTIONAL & ORGANIC TOVS

Conventional – We will have good availability moving forward for the next month, at least but pricing can change in an instant if we have any weather or production issues in any of the growing areas.

Organic – Same as the Conventional Market.

BEEFSTEAK TOMATOES

Conventional – We have excellent availability at this time. Market was at the minimum but seems to be perking up a little. Baja should start soon with their fall crop as should Oceanside.

Organic – Same as conventional beefsteaks.

GRAPE/CHERRY/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.

ORGANIC BABY/MEDLEY TOMATOES

Organic Baby/Medley tomatoes remain limited. Forecasting the volume to remain limited for the next couple of months.

ORGANIC SWEET KING TOMATOES

Good supply on Sweet Kings right now.

HEIRLOOMS

Organic: California crop remains steady. Baja crops are in a 2-3 week crop transition gap until late-September. Market remains steady.

Conventional: California locally grown harvest has gone down substantially. Fall plantings are approximately 2 weeks away from California and Baja crops. Markets are now up.



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

CONVENTIONAL NAVELS

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

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 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 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.

ORGANIC GRAPEFRUIT

California Star Ruby Grapefruit are now done for the season.

ORGANIC LEMONS

California is done. Mexico is building throughout September. The overall market is short on large fancy sizes (95/115ct) 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 September.

ORGANIC VALENCIAS

California is winding down and will be very limited as we get through September.

CONVENTIONAL LIMES

Consistent supply through the end of the year.

PERSIAN CUCUMBERS

Conventional - Persian Cucumbers are tight at the moment.

Organic - Organic Persian Cucumbers are very tight. Costs are now up. Should see an increase in volume in the next week or so.

ORGANIC STONE FRUITS

California stone fruit is now winding down. There is still some product available but better quality peaches and nectarines are coming out of the Northwest.

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.

ORGANIC MELONS

Great quality and supply available on Organic Mini Watermelons and Organic Galia Melons.

Good Life
Organic™

SOFT SQUASH, EGGPLANT & CUCUMBERS

ORGANIC SOFT SQUASH

Between fields at the moment with higher prices.

ORGANIC EGGPLANT

Gapping until November.

ORGANIC HOT HOUSE CUCUMBERS

Good volume out of Baja.

CUCUMBERS

Coming out of Baja with good supply.

ORGANIC SLICER CUCUMBERS

Baja volume is tight right now.

BELL PEPPERS

CONVENTIONAL 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.

ORGANIC GREEN BELLS

Oregon crop has started with 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.

ORGANIC MINI SWEET PEPPERS

Seeing some quality issues from Mexico.

ORGANIC HARD SQUASH

Good supply and quality on all varieties of Organic Hard Squash. Our Organic Honeynut squash is now available with limited volume!

BRUSSELS, BEANS & SNAP PEAS

Weather Update

Due to the heavy rains, the roads in Mexico are very flooded. This is causing some delays with trucks and products.

ORGANIC GREEN BEANS

Product currently available from California and Baja.

CONVENTIONAL BRUSSELS

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

ORGANIC BRUSSELS

Baja Mexico - seeing some quality issues from the hot weather

ORGANIC SNAP PEAS

Seeing some quality issues from Baja Mexico. Limited supplies with quality issues at the moment.

ORGANIC APPLES

There is good volume on Organic Galas out of the Northwest. This is a great time to promote the organic gala's.

Organic Honeycrisp apple supplies are increasing with costs slowly coming down.

Organic Granny Smith apples are just starting out of the Northwest.

Organic Fuji apples are about a week out for new crop. Import fruit is still available.



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.

RASPBERRIES

Volume continues on a downward trend for the month of September out of California with some quality issues. Mexico has begun crossing and is expected to increase their production by the end of this month. Promotional volume will be available from Mexico by mid to late October.

BLACKBERRIES

Blackberries out of the west have seen quality issues and volume has fallen. Mexico production has started and crossings have increased this week and will rise from this point forward.



TROPICALS

MANGO

Mexican Keitt Mango variety is the most available on all sizes 3s to 7s. Smaller sizes are hard to find. They are peaking on the larger sized mangoes.

PINEAPPLE

Conventional: Currently good supply on 5/6/7ct Costa Rican pineapples as more volume is shipping from Costa Rica right now.

Organic: All Organic Pineapples are still limited due to the rains in Mexico and the shorter overall Costa Rican supply. We will have some pineapples available later this week.

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.

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