



FOOD SERVICE MARKET REPORT

A weekly Newsletter by Veg-Fresh Farms

LETTUCE

ICEBERG LETTUCE

Lettuce quality is average at best. You will continue to see tip burn, seeders, sclero/vert viruses and INSV (brown specking.) 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. The Huron, CA growing region has started in a small way and most shippers will start the 28th of October. Yuma growing season is set to start in late November.



GREEN LEAF LETTUCE

Product is available and quality is fair. We could potentially see less product on the market during the transition. Something to watch for.

ROMAINE

Romaine lettuce is also having similar issues as outlined in the Iceberg category. You will find tip and fringe burn and some brown specking. Overall less Romaine is being harvested.

CABBAGE

Plenty of Red and Green Cabbage available. Napa Cabbage is looking better on both yields and supply.

TOMATOES

OUTLOOK

We continue to keep an eye on weather in all 3 tomato producing areas: California, Florida and Mexico.

ROUND, ROMA AND VINE RIPE TOMATOES

Florida

The leading edge of new crop tomatoes from Palmetto Ruskin should start next week in a very light way. Do not expect to see abundant supplies from this new area until mid to late November. Markets are in the \$26.00-\$28.00 range.

Mexico

The early Mexican tomato crop normally starting in mid-December is predicted to be late this year due to extremely bad weather during the planting and growing window this past week and current month. No volume until early January.

Baja California

We continue seeing very few roma and round tomatoes crossing. \$20.00-\$24.00 FOB on few supplies. We should start seeing more supplies next week, but we've been saying that for 3 weeks now.

California

California tomato growers are in the final 2-3 weeks of the 2021 tomato season. They are predicted to get 1"-5" of rain over this weekend and Monday. If this proves to be the case, the harvest season may be over sooner rather than later. Current pricing is \$16.00-\$20.00 FOB before freight and repacking. Sales in Los Angeles are \$26.95-\$28.95 after repacking. Romas will be winding down also.

SWEET KING VINE RIPE TOMATOES

Short this week.

GRAPE/CHERRY/MEDLEY TOMATOES

Both organic and conventional grape tomatoes continue to have a very strong demand that exceeds supply. Organic Cherry tomatoes are gapping with limited inbounds.

AVOCADO

Avocado market continues to be stable and quality and taste remains excellent. We expect retail movement to be larger than last year and bigger foodservice business as well due to the continued reopening of America. 60s remain plentiful when looking at the entire size curve, 48s remain slightly active.



CITRUS

CONVENTIONAL NAVELS

Imports volume is limited and looks to stay that way in October. Sizing is average across the board. Wait times for unloading at the ports are longer than usual and have created some supply issues. New crop California is starting in light volumes this week and will continue to build into November. The California season is light on both volume and size heading into the season.

CONVENTIONAL LEMONS

Import volume is steady throughout October 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 has started in light volumes and will build over the next few weeks. Early reports are heavy volume crop with small sizing. California D1 is expected to start in early to mid November.



POTATOES

The market on 40-70s from Wisconsin have decreased; 80-100s have remained steady. 40-50s from the Pacific Northwest have decreased, 60-80s have increased and other sizes have remained steady. Colorado potatoes have also remained steady. 40-80s from Idaho have decreased; 90-100s are slightly higher. Harvest in Idaho has finished and are shipping storage crop, larger sizes are widely available and are showing great quality. Washington is showing great quality and are primarily shipping medium to large sizes.

Oct 20

CONVENTIONAL VALENCIAS

California will wind down over the next few weeks as the transition into Navel begins. 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.

CONVENTIONAL GRAPEFRUIT

Marsh Ruby are beginning to wind down and will transition to Rio Red over the next few weeks. Sizing is peaking mid to small, mostly 40/48ct with some 36/32ct and larger.

BELL PEPPERS

CONVENTIONAL COLORED BELLS

Northern California is almost done. Light product coming out of Mexico. Coachella is 2-3 weeks away from starting.

GREEN BELLS

Baja bell peppers are now done. Northern CA has light supply available. Coachella crop has now started.

BRUSSELS

Currently harvesting in California; struggling with quality.

CUCUMBERS

Coming out of Baja, MX and Nogales, AZ with steady supply.

CHILES

Product is currently extremely tight, regardless of location. Northern CA is done for the season. Baja, due to the cold weather, has extremely light supply. Sinaloa, MX which will be FOB Nogales, is about 2 weeks away from starting.

ONIONS

The Onion harvest is pretty much done. Jumbo and Colossal sizes on all colors of Onions continue to be short. Opportunities available on Yellow onion 16/3# bags and medium sized onions. Trucks still remain very tight out of the NW area and will get tighter as the Christmas tree season approaches.

BERRIES

STRAWBERRIES

Demand is strong for Santa Maria and moderate for Salinas/Watsonville with the market pricing trending up.

SANTA MARIA

We are seeing a slight increase in production vs. estimates this week in Santa Maria. We had a few warmer days at the end of last week that are pushing a little more fruit this week. There is some rain in the forecast. Salinas/Watsonville looks like a couple inches and Santa Maria looks like an inch. If Sal/Wat gets two inches that will definitely have a negative effect on their production next week and could put an end to their season? The inch in Santa Maria should be fine as it is scattered over two days and the plants would probably like real Mother Nature water. It looks like we will have steady volume of new crop in Oxnard and Santa Maria now through November. The only question mark being weather events that could disrupt production for short periods. This is the time of year for us all to put on our meteorologist hats. New crop fruit quality and condition is very good. We will be in a good position to support ad activity for the next month.

SALINAS / WATSONVILLE

We expect to see them continue to trend down as ranches are being pulled out and labor shifting to planting next year's crop. Salinas/Watsonville still makes up about 40+% of the total state production. There is a wide range in quality and condition in the North. Fruit quality is fair.

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

BLUEBERRIES

Peruvian blues are at their peak and the Mexican blue deal is increasing weekly. Demand has been light for this week on both coasts and the market is steady. Quality overall is good for all pack sizes and should remain so for the balance of the month. Promotable prices and volumes will be available for all pack sizes from both coasts as well as through Texas.

