



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 is expected to begin in mid-October with the Yuma growing season set to start in late November.

GREEN LEAF LETTUCE

Product is available and quality is looking very nice.

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.





AVOCADO

As of this writing, the avocado inventories from the California side are depleted, leaving Mexico as the main supplier to the USA. Quality and taste of Mexican fruit is excellent and will continue that way for some time. We expect the market to continue to stabilize as long as the pipeline from Mexico continues to stay full with good volume.



BELL PEPPERS

CONVENTIONAL COLORED BELLS

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

GREEN BELLS

Volumes out of Northern California and Baja are really good

POTATOES

40-80s from the Pacific Northwest and Idaho have decreased while 90-100s have increased. The 40-90s from Colorado have decreased while the 100s have stayed steady. Idaho and Washington crop is yielding larger sizes with good quality. Quality will keep improving as the new crop goes through the sweat process.

Oct 6



TOMATOES

OUTLOOK

Get ready for the typical October, November, December tomato deal that we see due to weather; year after year. Reduced supplies and elevated pricing until Central Mexico begins volume in early January.

ROUND, ROMA AND VINE RIPE TOMATOES

Southeast

Tennessee and North Carolina are all but finished now. More rain this week will pull the curtain for this season. There is very limited volume being packed in Virginia. Quincy Florida will begin in a small way, 4 weeks from now. Volume will be insignificant due to much reduced planted acreage and bad weather that has transpired on the mited acreage that was planted. The next area for fresh tomato supply relief in the Southeast will come from South Florida in late November, 5-6 weeks from now.

Baja California and San Diego

These areas should begin seeing better volume by the end of November, however both areas have been hit and continue to be hit by rolling rain showers that have taken a toll on what should have normal supply numbers from these areas. Several growers are finishing their harvest 4 weeks earlier than anticipated. Due to WINTER WEATHER we could very well be looking at reduced supplies and pricing well into the high teens to mid-\$20.00's for much of October, November and December.

McAllen, Texas

Extremely light volume on round and roma tomatoes due to wet weather the past 4 weeks in the Mexican growing areas. The market is \$16.00-\$19.00 FOB for the best quality of what few are available. Heavy color, number 2 grade fruit is being sold for \$12.00-\$14.00. This supply point will continue to decline in volume over the next few weeks.

Central California

The California summer field tomato crop is in the home stretch and will finish over the next 3 weeks. Already, temperatures have dipped into the 40's/50's at night and 70's during the day. All it will take is 1 or 2 days of rain to finish this area up much sooner than 3 weeks. Pricing on what few tomatoes are available being packed is in the high teens to low \$20's for the best repacked fruit.

GRAPE/CHERRY/MEDLEY TOMATOES

Both organic and conventional grape tomatoes continue to have a very strong demand that exceeds supply. Organic Cherry tomatoes and Organic medley tomatoes are almost non-existent.

SWEET KING VINE RIPE TOMATOES

Short this week.

Oct 6



CITRUS

CONVENTIONAL NAVELS

Imports volume is limited and looks to stay that way 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. New crop from California is expected to start in light supplies mid to late October and volume will pick up into November. The California season is light on both volume and size heading into the season.

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 has started in light volumes and will build over the next few weeks. Early reports are heavy volume crop with small sizing.

CONVENTIONAL VALENCIAS

California will continue throughout the fall 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

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.



CUCUMBERS

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



BRUSSELS

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



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 Jumbo red onion market jumped again this week and the yellow onion market still continues to climb. Jumbo and Colossal sizes on all varieties of Onions are continuing to be really short. Trucks are real tight out of the NorthWest area driving prices up.

BERRIES

STRAWBERRIES

Demand is moderate for Santa Maria and light for Salinas/Watsonville with the market remaining steady.

SANTA MARIA

We are seeing the new crop trend up in production each week. We have slightly cooler weather with night time temperatures dipping into the mid to high 40's. It looks like we will have significant volume of new crop by the second week of October with a peak around the third/fourth 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 October and through November.

SALINAS / WATSONVILLE

This area still makes up about 50% of the total state production. There is a wide range in quality and condition in the North. Fruit quality is fair.

BLUEBERRIES

Blues are now arriving from Peru, Argentina, and Mexico daily and volume is increasing from all areas. Most offshore blues are arriving on the east coast at this time due to the backlog of container ships in the Los Angeles area. Prices remain high on the west coast due to short supply not arriving, however that soon will be changing as many shippers are now trucking from the east coast to the west. Volume will remain low in the west until late next week.

