



RETAIL MARKET REPORT

A weekly Newsletter by Veg-Fresh Farms

ORGANIC HARD SQUASH



Fall season 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

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.

Central 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.

ORGANIC CHERRY TOMATOES

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

ORGANIC ROMAS

There is more production starting up in Baja. But production out of Mexico is starting to wind down. Baja is quoting \$26.95 to \$28.95 fob. Mexico about the same. Movement has slowed down due to the higher cost.

Expect pricing to stay at current levels unless production really picks-up out of Baja. Not sure if that will happen though. Water and Labor shortages will have an affect on their crops moving forward.

CONVENTIONAL & ORGANIC TOVS

Conventional – Market is still holding steady.

Hearing things may get better in the next few weeks. Canada should start winding down with their Summer/Fall crop.

Organic – Market is holding firm. Just need to see if we get any more production starting up out of Baja and Mexico. If numbers do pick up quite a bit, expect prices to come down. If not, they should hold as is or possibly move up.



BEEFSTEAK TOMATOES

Conventional – Market is pretty short right now. Hearing a big discrepancy on cost. Anywhere from \$14.00 to \$18.00 fob. It just depends on who you talk to. Product is hard to come by in any significant volume though. Pallet quantities at best right now.

Organic – The market is holding steady right now. Cost is in the \$18.95 - \$20.95 fob range right now. We will have good supplies available for the next few weeks. I will keep you posted on any changes.

HEIRLOOMS

Organic: Baja crops remain limited. Cooler overnight temperatures are contributing to less harvest. New crop out of Central Mexico remains limited as well. The market remains strong.

Conventional: California fall crop plantings are starting this week. Volume remains limited. Baja crops also remain a bit delayed. Production is forecasted to begin by early November. Market remains strong.

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.

ORGANIC BABY/MEDLEY TOMATOES

Organic Baby/Medley tomatoes remain limited. Forecasting the volume to improve at the end of November - December.

ORGANIC SWEET KING TOMATOES

Short this week.



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

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 VALENCIAS

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

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.

CONVENTIONAL LIMES

Supplies remain consistent supply through the end of the year.



ORGANIC LEMONS

Mexico volume is strong throughout October. Peak sizes are 140/115/165ct out of Mexico at this time and will improve over the next few weeks. California D3 will build into peak volume over the next few weeks. Peak sizes are 140/165ct out of California D3.

ORGANIC GRAPEFRUIT

California Rio Red Grapefruit have started in D3. Sizing is very small, mostly 56/64/72ct with little to no 48ct and larger.

ORGANIC VALENCIAS

California is gapping until November.



PERSIAN CUCUMBERS

Conventional & Organic - Much better supplies on both conventional and organic persian cucumbers. Costs have gone down and quality is excellent. It is now a good time to promote.

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.

SOFT SQUASH, EGGPLANT & CUCUMBERS

ORGANIC SOFT SQUASH

Mexico has started with a transition from Baja to Central Mexico.

ORGANIC EGGPLANT

We will be gapping until mid-end of November

ORGANIC HOT HOUSE CUCUMBERS

Available from Baja, Mexico

CUCUMBERS

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

ORGANIC SLICER CUCUMBERS

Volume is good out of Baja.

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

Organic Green Bells from Northern USA have finished the season. Mexico is scheduled to start in 3 weeks (depending on weather.)

ORGANIC COLORED BELLS

Mexico has limited volume until the end of December.

ORGANIC MINI SWEET PEPPERS

Good volume from Mexico.

Oct 20

BRUSSELS & BEANS

ORGANIC BRUSSELS

Baja Mexico - limited volume.

CONVENTIONAL BRUSSELS

Currently harvesting in California; struggling with quality.

ORGANIC SNAP PEAS

Baja Mexico - limited supplies with quality issues due to the rain from the tropical storm last week.

ORGANIC GREEN BEANS

Currently very limited.



ORGANIC APPLES

Good volume on organic apples out of the Northwest region. Organic Pink Lady Apples are now available. Volume will continue to improve. This is a great time to promote apples. Trucks are a little bit of a challenge with freight rates up.

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.

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.

RASPBERRIES

Production has slowed out of California and Central Mexico is increasing weekly. Volume out of Mexico will be on the rise until mid to late November and into December. Pricing should hold steady for at least the next week depending on promotions. Demand has been steady. Some Guatemalan raspberries have begun to show up on the East Coast, however I do not think it will be enough to affect the overall raspberry market in any way.

BLACKBERRIES

Blackberries, much like the raspberries, have all but stopped production in the west and are now coming out of Mexico. Weather has greatly affected the production from Mexico and crossings have been much lighter than expected. Demand has far exceeded supply and will continue until weather clears up in the growing region, which is expected by the end of next week.

Oct 20

TROPICALS

MANGO

Brazilian Tommy Atkins, mostly 10-12ct size mangos are available on the West Coast. Larger sized mangos are very limited and expensive. The Ecuador mango season is arriving in a few weeks.

PINEAPPLE

Conventional: Tighter supplies on all sizes of Costa Rican Pineapples. Mostly 5's, 6's available, few 8's. Much lower volumes shipped overall from Costa Rica last week.

Organic: Good supplies on both Mexican and on " Good-Life "Costa Rican Organic pineapples size 6/7/8's.