



RETAIL MARKET REPORT

A weekly Newsletter by Veg-Fresh Farms

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



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.

CONVENTIONAL & ORGANIC TOVS

Conventional – The market is starting to go up. Movement has been better in all other parts of the country and is finally starting to pick up in California. Canada is about done with their summer/fall deal. Mexico has steady production while the USA production has been inconsistent. We have good supplies available this week. .

Organic – Market is very active and price is going up. Expect sales to be in the high teens to low 20's next week. We have decent supplies right now.

Oct 6

ORGANIC CHERRY TOMATOES

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

ORGANIC ROMAS

Market and demand has been steady. We can expect things to go back up. Production has been up and down but expecting that to lighten up moving forward.



BEEFSTEAK TOMATOES

Conventional – Market is starting to move upwards. Vine Ripe and Round tomato market is active. Cost on Beefs is anywhere from \$12.00 - \$14.00 FOB and will probably be higher next week. Supplies are decent at the moment.

Organic – Demand has been really good elsewhere. Locally our movement has been light but costs have been consistent in the high teens and low \$20's. We have good availability.



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.

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

Short this week.

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. Volume should improve by the week of October 11.

Conventional: California locally grown harvest is in a complete crop transition. New fall planting will start by late next week out of Baja and California. We should start seeing better volume by week of October 11.

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

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 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.

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

ORGANIC LEMONS

Mexico volume is strong throughout October. The overall market is short on large fancy sizes (75/95ct) in both Mexico and USA. 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 Rio Red Grapefruit have started in D3. Sizing is very small, mostly 56/64/72ct with very few 48ct and larger.

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 still remain very short and expensive at the moment. Volume and costs should improve in a couple of weeks when Central Mexico production starts up.

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.



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

Gapping for the next 2 weeks.

CUCUMBERS

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

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

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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BRUSSELS & BEANS

ORGANIC BRUSSELS

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

CONVENTIONAL BRUSSELS

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

ORGANIC SNAP PEAS

Baja Mexico - limited supplies with quality issues.

ORGANIC GREEN BEANS

Quality issues due to the weather.

ORGANIC APPLES

Good volume on organic apples out of the Northwest region. Organic Pink Lady Apples are now available.



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.

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

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.

RASPBERRIES

Production is steady out of Central Mexico and will continue to stay leveled for the balance of this month. Prices are also staying relatively even with production. No sharp increase or decrease in production is predicted at this time.

BLACKBERRIES

Blackberries are crossing from Central Mexico daily as production has increased and will continue to rise for the month of October. Quality has been affected by rains in Central Mexico which is affecting demand. Prices have fallen from previous highs mostly due to the increase and quality issues out of Mexico. Look for better quality to start crossing by mid-October.



TROPICALS

MANGO

Brazilian Tommy Atkins 6-12ct size mangos are now available on the West. Prices are finally coming down. Quality is good with a clean appearance.

PINEAPPLE

Conventional: Very good supplies on all sizes of Costa Rican Pineapples. Demand is low.

Organic: Organic Mexican Pineapples are in good supply on the 6-8 ct. Costa Rican supply is improving weekly.

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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