



FOOD SERVICE MARKET REPORT

A weekly Newsletter by Veg-Fresh Farms

LETTUCE



ICEBERG LETTUCE

All of our liner lettuce will be shipping from Arizona. So far the product is looking very strong out of the desert.

GREEN LEAF LETTUCE

Product is available and quality is fair. Salinas is done producing green leaf while the majority of product is coming out of Holtville.

ROMAINE

Overall less Romaine is being harvested in Salinas/Huron with the majority of it being harvested in Holtville. Production suppliers are below targets so expect an active market.

CABBAGE

All cabbage is available.

TOMATOES

ROUND, ROMA AND VINE RIPE TOMATOES

Florida

Shippers are beginning to get into better harvest numbers this week now that wet weather from last week has cleared out. Markets are in the mid to high teens and could possibly ease off after the holiday this week.

Baja California

Shippers are just beginning to see a few more roma tomatoes showing up. They are being met with great demand from across the country which has been extremely short on roma tomatoes for the past two weeks. Markets are in the low to mid \$20's. Too few round tomatoes to quote.

ORGANIC SWEET KING TOMATOES

Good supply of Organic Sweet King tomatoes available.

GRAPE TOMATOES

Conventional grape tomatoes are in good supply.



Nov 24

CITRUS

CONVENTIONAL NAVELS

Imports are cleaning up. Sizing is mostly on the larger sizes now that it is late in the season. Wait times for unloading are still an issue at the ports. New crop California has started and volumes will continue to build throughout November and into December. The California season is lighter in volume compared to a typical year, of 15-20%. Fruit is peaking on mainly 113/88ct with more 72ct and larger each week.

CONVENTIONAL LEMONS

Import volume is steady throughout November out of Argentina, Chile and Mexico but should start cleaning up over the next few weeks. Market has been fair on all fancy fruit and larger sizes. Wait times for unloading are still an issue at the ports. California D3 and D1 are both going and will have good volumes and will build into December.

POTATOES

All markets are steady. Overall quality is very good. Demand is still high and strong this week. Smaller consumer sized bags are in high demand and limited. US #2s are limited, with 90s and 100 remaining fairly light.

BRUSSELS

Currently harvesting in California; struggling with quality. Demand is picking up for the holidays.



Nov 24

CONVENTIONAL VALENCIAS

California is done and the transition into Navel has been completed. 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. Mexico Valencia crop will start in light volumes over the next few weeks and pickup throughout December into the new year.

CONVENTIONAL GRAPEFRUIT

California Rio Red are available throughout November and December. New crop Rio will peak 36/40/32/48ct with very few 27ct 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.

CUCUMBERS

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

AVOCADO

The Mexico market seems pretty steady and incoming is stable. Small fruit should start sizing 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.

ONIONS

Onion prices are climbing on all sizes. The Medium Yellow Onion market is now climbing. Jumbo and Colossal sizes on all colors of Onions continue to be expensive. White onions are getting really short. Some greening showing in the NW white onion crop. Trucks still remain extremely tight out of the NW area.

BERRIES

Strawberries

Demand exceeds for Oxnard and Santa Maria with the market pricing remaining steady. Demand exceeds for Central Mexico with similar pricing.

Santa Maria

Summer planted is over its peak and most ranches are on a decline. Wide range in quality and condition.

Oxnard

Summer planted varieties are still ramping up to peak production with good quality and condition. Look for Oxnard to continue to go up over the next several weeks pending any weather events.

Central Mexico

Starting to see a little more volume. On the very front end of their season, we expect their volume to really increase in the first couple of weeks in December.

Florida

A few growers are walking their fields with very light volume of plug plant production. It will be January before we see significant volume.

BLUEBERRIES

Peruvian, Mexican and Chilean fruit readily available on all pack sizes from both coasts. Prices are low and quality is good. Expect for the market to stay sluggish until Christmas on blues. Blues are also a good promotional item for the next few weeks.



Nov 24