



RETAIL MARKET REPORT

A weekly Newsletter by Veg-Fresh Farms

ORGANIC HARD SQUASH

California hard squash is finishing up and the volume out of Mexico is increasing. Good supplies of butternut and spaghetti. Acorn is still limited out of Mexico. Kabocha, delicata and honeynut are available out of Mexico now. Supplies are tight and the market is high.

PERSIAN CUCUMBERS

Conventional & Organic - Currently a lot of volume and excellent quality. Great time to push!

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.



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 CHERRY TOMATOES

Crop transition is in a gap. Cooler temperatures in Central Mexico have delayed new crops. Forecasting gap to continue until early-mid December.

ORGANIC BABY/MEDLEY TOMATOES

Supplies are good. We are able to start them back up again against all pack options: open pints, Resealable, pints etc.

ORGANIC SWEET KING TOMATOES

Good supply of Organic Sweet King tomatoes available.

ORGANIC ROMAS

Movement has been steady to good with cost ranging from \$22.95 - \$26.95 fob. We have been getting by day to day. Not sure how things will be after Thanksgiving. We will have good supplies for the weekend.

CONVENTIONAL & ORGANIC TOVS

Conventional – Market will probably come down a bit after Thanksgiving. Expect FOBs to be in the \$7.00 range. We have good availability right now but will be light next week and possibly the week after.

Organic – Still very good action on the Org. TOV's. Expecting things to go up. We will have good availability next week.



BEEFSTEAK TOMATOES

Conventional — We have had good movement due to Vine Ripe Tomatoes being short. Costs are in the \$14.00 - \$16.00 fob range. Waiting to see how the market reacts after Thanksgiving. Our inventory will be lighter next week.

Organic - We have been limited in availability. But starting next week we will have a decent amount of product coming in. Costs are still in the high teens FOB wise.

GRAPE TOMATOES

Organic grape tomatoes are getting very short again while conventional grape tomatoes are in good supply.

MEDLEY TOMATOES

Supplies remain good with greenhouse grown medleys. We have multiple top seal package options available such as 24 oz top seal and 1 pint top seal.

HEIRLOOMS

Organic: Baja crops are down abruptly going into the balance of the week. Cooler temperatures are contributing to less harvest against existing Fall plantings. Next Winter block of plantings will begin in early December. New crop out of Central Mexico remains limited and volume out of Central Mexico will not begin until Mid-December.

Markets will remain strong for the remainder of November.

Conventional: California crops against winter plantings are steady. Shorter daylight hours and overnight cooler temperatures are slowing down production.

Baja crops remain delayed due to cooler weather. Markets remain strong.

CHERRY TOMATOES

Currently, cherry tomatoes are very short.

Cheesy Brussels Sprouts Casserole

Ingredients

- 16 oz bag of Veg-Fresh Farms Brussels Sprouts
- Pinch of red pepper flakes
- Ground Pepper
- 1/2 cup of heavy cream
- 1/2 cup of grated white cheddar cheese
- 1/2 cup of breadcrumbs
- Butter
- Kosher Salt

Directions

1. Pre-heat oven to 400 degrees & butter a baking dish
2. Bring a large pot of salted water to a boil. Add the brussels sprouts and cook until tender (about 8 minutes)
3. Drain the brussels sprouts & coarsely chop. Transfer to the prepared baking dish & toss with red pepper flakes, salt & pepper and then spread out evenly
4. Pour the cream on top, sprinkle with cheese and breadcrumbs. Add a little more butter on the top.
5. Bake for about 15 minutes until bubbly and golden brown



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 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.

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.

ORGANIC LEMONS

Mexico volume is strong throughout November. Peak sizes are 140/115/95ct 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 140/165/115ct 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. Mexico new crop has started and will build throughout November and December.

CONVENTIONAL LIMES

Supplies remain consistent supply through the end of the year.

ORGANIC NAVELS

California new crop has started light in volume. Sizing is peaking on 113/88/138 ct with some 72ct and larger. The Organic Crop is much like the conventional crop which is down in overall volume approximately 25-30%.

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.

SOFT SQUASH, EGGPLANT & CUCUMBERS

ORGANIC SOFT SQUASH

Mexico has started with good volume.

ORGANIC EGGPLANT

Mexico has started with good volume and quality.

ORGANIC HOT HOUSE CUCUMBERS

Available from Baja, Mexico with good volume

CUCUMBERS

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

ORGANIC SLICER CUCUMBERS

Good volume

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

New crop has started out of Mexico.

ORGANIC COLORED BELLS

Mexico has limited volume until the end of December, with quality issues.

ORGANIC MINI SWEET PEPPERS

Good volume from Mexico.

BRUSSELS & BEANS

ORGANIC BRUSSELS

Mexico production with limited supplies due to quality issues. Demand will start picking up next week for the holiday season.

CONVENTIONAL BRUSSELS

Currently harvesting in California; struggling with quality. Demand will start to pick up for the holidays.

ORGANIC SNAP PEAS

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

ORGANIC GREEN BEANS

Average volume.

ORGANIC APPLES

Steady supply of apples out of the Northwest. Trucks still continue to be short with high freight rates.

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 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.

RASPBERRIES

Production is steady with good numbers crossing out from Central Mexico. Volume is at promotable levels as is pricing. Weather outlook in Central Mexico looks to be favorable for the next 2 weeks and volume should be steady.

BLACKBERRIES

Blackberries volume has increased dramatically from Central Mexico and should continue until late December. FOB are lower and thus will be a great item to promote.



TROPICALS

MANGO

Plenty of smaller sized 10/12ct mangos out West. Prices are dropping but will firm up once Brazil is out of the market completely.

PINEAPPLE

Conventional: Demand is fair. Mostly 5/6 ct. available. 7ct are somewhat limited for the Thanksgiving holiday.

Organic: Decent supplies on "Good Life" Costa Rican organic pineapples size 6/7/8's. Better supplies on Organic Mexican Pineapples right now.