



# Food Service Market Report

June 29, 2022

## LETTUCE



### Cabbage

Supply for Green and Red cabbage are tight. Napa cabbage is available.



### Iceberg

Fields are producing less pounds per acre, 20% less than previous week. With demand up for the 4th of July holiday and potential heat related issues this is causing the market to tick up on Iceberg. Watch for quality issues the further product travels.



### Green Leaf

Plenty of product available, quality so far has been nice. May see light fringe burn. Heat could potentially cause issues.



### Romaine

Quality is looking very nice. Light windburn will be noticeable.



## AVOCADO

New crop Mexican fruit has finally begun. Quality is very good as per usual first pickings. We anticipate a slide on pricing over the next few weeks as the fruit starts to fill the historic short market we have experienced the last two months. California continues to harvest as well albeit in numbers that are not making much of an impact. Columbia continues to harvest as they enter the very tail end of the season.

## TOMATOES

### Round, Roma & Vine-Ripe

#### **Mexico**

Very few supplies this time of year.

#### **Central California**

3-4 shippers are now beginning to harvest new crop California romas and rounds. Several more should start next week. Freight rates going back east are very high. Initial demand for these new crop tomatoes is just fair to average. \$10.00-\$12.00 loaded for best quality. \$8.00-\$9.00 for heavy color and off grades. Market is unsettled.

#### **Baja California**

Best quality roma tomatoes \$14.95. Smaller sizes, off grades and heavy color \$10.95/\$12.95.

#### **Southeast**

South Carolina and Quincy Florida are winding down harvest this week and next. Tennessee, Virginia, Alabama and Arkansas are looking to begin ramping up at the end of June and early July.

Markets are in the \$10.00-\$15.00 loaded range FOB on moderate demand.

## Grape Tomatoes

Grape tomatoes continue to be flushing out of Mexico and the East Coast.



## ONIONS

Some of the Yellow onion growers are gapping this week which has caused the yellow market to jump up. Good supplies on reds from Mexico and California currently. Expect the white onion market to go up during the CA season as the Mexico crop winds down.

## POTATOES

The market on all sizes from the Pacific Northwest and Idaho continue to increase. All sizes will be tight out of both growing regions this week, demand continues to exceed offerings. Burbanks are exclusively being shipped until the new crop becomes available in August. Crop out of Nebraska will start mid-July and Washington crop is expected to begin early August. This will help alleviate demand out of Idaho, harvest expected to begin mid-August. Quality is fair with signs of pressure bruising.



## BERRIES

### Strawberries

**NOW is the time for big volume retail promotions. Plenty of excellent quality fruit with aggressive lid pricing.**

**Santa Maria** - Demand is fairly light. Santa Maria is over its peak for the most part. Many grower/shippers are diverting to the freezer largely due to light demand and lower FOB's. The growers that are still going fresh have good fruit but at current market prices the freezer may be the best option short term.

**Salinas/Watsonville** - Demand is moderate. Sal/Wat is at its peak. The weather looks moderate for the next week with perfect growing temps. The fruit quality and condition is excellent with a large size. Much like Santa Maria the market conditions have improved slightly for holiday demand. Sal/Wat has the majority of their season ahead of them.

Call your Veg-Fresh representative at (714) 446-8800 for volume and pricing information.



### Blueberries

California blues have begun to gap, mostly due to excessive heat in the Central Valley. Due to high temps, quality has suffered, causing many growers to divert to freezer. Prices remain high and will continue to stay relatively high through July. The Pacific NorthWest including British Columbia, will begin by the 2nd week of July.

### BRUSSELS

Currently harvesting in

### CUCUMBERS

Cucumbers are high on

### CHILIES

Light supply, but consistent

California and Mexico.  
Limited availability with  
quality concerns.

price with short supply.

out of Nogales.

## BELL PEPPERS

### Colored Bells

Plenty of supply on colored hothouse bells out of Nogales.

### Green Bells

Coachella has started with Green bells. Green bell peppers are still available in Nogales.

## CITRUS



### Navels

California is the primary source for Navels and will have limited volume the rest of June and early July as the domestic season winds down and imports begin. The California season will wrap up over the next few weeks and there will most likely be a gap between California and Imports this year.



### Valencias

Mexico Valencia season is now finished and California has taken over as the juicing orange option. California's new crop has started in fair volume now and will continue steadily throughout the summer.



### Lemons

California is the primary source for Lemons through June and into July prior to the start of Import fruit. Crop is peaking on larger sizes, 95ct and larger, mid and smaller sizes are somewhat limited. Imports from Mexico and South America are starting over the next few weeks and will take over as California winds down in D1 and D2.



### Limes

Supply is improving, prices have come down significantly.



### Grapefruit

California Star Ruby out of D1 and D2 are available throughout June and July. Crop sizing is looking good across the board with excellent flavor.



### Veg-Fresh Farms

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