



Weekly update for January 24, 2024

TOMATOES

Grape Tomatoes

Grape tomatoes are still extremely short supply with another 3 weeks before Mexico starts to fill in the gap.

Organic Sweet King Tomatoes

Organic vine-ripe and hot house tomatoes are in the same boat with pricing soaring into the 30+ range.

Round, Roma and Vine-Ripe Tomatoes

Florida

Florida continues to be in a period of extremely low production. Round tomatoes tracking the high \$30s to mid \$40s. Roma tomatoes much the same. High \$30s and short. Look for relief sometime in March at the earliest.

Mexico

Temperatures in the growing areas have finally begun to move in the right direction. Beginning to see a few more supplies of roma tomatoes. Round tomatoes continue in short supply for now. Roma tomatoes tracking in the mid \$30s. Round tomatoes in high \$30s to mid \$40s.

ONIONS

White onions are virtually non-existent. Pacific Northwest and Nevada white crop is winding down and quality is just fair. New crop Mexican whites should be picking up hopefully in a few weeks. They will remain extremely short for another 3-4 weeks. Yellow jumbo onions increased again in price this week. Mediums are slightly lower. Red onion market is steady. Severe cold winter weather last week slowed down packing and loading capabilities but it has warmed up some this week.

AVOCADO

With the NFL playoffs upon us, the Super Bowl is right around the corner. Overall, fruit is excellent quality and supply should begin ramping up as we get closer to the big game. Larger fruit becoming more prevalent. Smaller fruit 60s, 70s and 84s are the shortest size on the fruit matrix. Their prices are reflecting their position on the size curve with increases each week. They still hold the most value as large fruit is \$30+.

LETTUCE

Iceberg

Last week the lettuce growing regions in Arizona experienced rain, freezing temps and ice. Expect to see small quality issues because of these weather conditions as well as lighter

Green Leaf

Holtville/Yuma weather has caused slowing in the growth cycle. Weights and heads are slightly smaller. Overall quality is

Romane

Quality is looking good. Due to cooler weather, you will

Cabbage

Green, Red and Napa cabbage are available.

weights 32# - 35#. Product looking nice.
is available but seeing the
market firm up.

see small
blistering
and peel.

POTATOES

Chipper Potatoes

Veg-Fresh is shipping chipper potatoes daily! Call your sales representative for pricing and information.

Russet Potatoes

Conventional - Russet potato supply and quality are very good. Russets will be promotable through February.

Organic - Veg-Fresh is shipping 3# and 5# bags, paper and poly. Organic carton russets - we have nice quality on all sizes.

Sweet Potatoes

Organic and conventional sweet potatoes - shipping all varieties of sweet potatoes, conventional and organic.

White Potatoes

White potatoes are available. Supplies are good out of the Pacific Northwest and Bakersfield.

Red and Gold Potatoes

Conventional - Plenty of volume available, markets will remain steady through January.

Organic - We have very nice quality and are shipping potatoes in paper or poly bags!

Fingerling Potatoes

Conventional - Russian banana fingerlings are available. French, ruby crescent and additional varieties are available.

Organic - Shipping all varieties, Russian Banana, French, Amarosa and Purple 16/1.5# bags or 20# cartons. Want them all mixed together, we can do that too!

Organic Creamer Potatoes

We have purple, red and gold creamers available - packed in 16/1.5lb bags. Get single varieties or mixed.

CITRUS

Grapefruit

Conventional

D3 supplies are now becoming more available grading leaning more towards choice. Peak sizes 40/48/36/32 and some 56s/64s.

Mexico - good supplies, excellent quality fruit dark red inner color. Peak sizes 40s/48s/36s/32s/56s.

D1 light supplies. Good quality grading more towards fancy. Peak sizes 40s/48s/56s/36s and some 32s.

Navel Oranges

Conventional

D1 now harvesting at its peak. Good sugar brix between 13-14. No gassing all natural color. Peak sizes 72s/56s/88s/113s/48s.

Lemons

Conventional

D3 desert is at its peak of the season. Good quality and color. Peak sizes 140s/115s/95s/165s.

D1 harvesting is at its peak. Quality is good. Grading heavy on fancy. Peak sizes 140s/115s/95s/165s.

Limes

Steady volume coming out of Veracruz and Jalisco, Mexico.

BERRIES

Blueberries

Blueberry market is lower overall with most volume coming from imports out of Chile with quality good to excellent. Mexican imports are also on the rise and market is higher due to excellent quality. Peru continues to export, however volume is down from that area. Expect markets to continue at current prices and should stay steady through Valentine's Day.

Strawberries

Demand is light with heavy production out of Central Mexico. Florida starting to increase quickly and Baja and Oxnard both up and running.

Baja/Oxnard demand is light. FOBs have taken a strong short term correction. Once retailers start to adjust based on pricing being given out now, it should improve demand and stabilize the market. The new crop fruit is big, beautiful and with excellent flavor. The summer planted varieties have good quality and condition but with smaller size.

Santa Maria not a lot to report. We will not see any significant volume until the new crop starts in February but no significant volume until late March/early April.

Central Mexico demand is light with some fruit being sold with price to be established later. Most fruit is being sold/shipping from previous commitments. Major correction from last week on open/spot market FOBs. Market news reporting 8.00 - 12.00. Mostly 9.00 - 10.00 previous commitments higher.

Florida demand is moderate for lighter volume. The market has corrected but less than other districts. Florida has very good weather ahead of them and we would expect production to jump. Will likely see a more moderate correction with FOBs heading down in the near future.

VEGGIES

Green Bell Peppers

Conventional

Steady volume out of Nogales.

Colored Bell Peppers

Conventional

All colored bell peppers are super short right now. Product is delayed due to weather condition but we should see improvement in about 2-3 weeks.

Chilie Peppers

Steady volume coming out of Sinaloa and crossing through Nogales. Tomatillo still super short due to the last hurricane.

Brussels Sprouts

Conventional

Conventional brussel sprouts available out of California with limited volume due to rainy and cold weather. Mexico has started with limited volume.

Cucumbers

Steady volume out of Nogales.



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