



Weekly update for February 7, 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

This will be the lightest week of harvest for the Florida region. Markets remain steady on very little product being produced.

Mexico

Warm weather last week has translated into better supplies on both roma and round tomatoes. Romas and round tomatoes both trending down in cost on more adequate supplies. Quality is excellent on both. Promotional opportunities are here.

ONIONS

White Onions are almost non-existent. Pricing is in the high 60's to \$70's. PNW and Nevada whites are extremely limited. New crop Mexican whites should be starting to cross this week but they are very short and limited. All Yellow onions are getting tighter and prices are up again and climbing into the 20's. Jumbo Yellows are slightly higher than mediums. Red onion prices are coming up on price as well as growers are trying to stretch out what they have left in storage. All pack outs are lower.

AVOCADO

As we enter the Super Bowl weekend, avocados have settled on small fruit while larger fruit has become a bit more scarce. Quality is very good. February appears to be a stable time of year with March showing a gap right about the time that California should be starting up. Keep an eye out on March.

LETTUCE

Iceberg

Rain continues to be an issue. Harvesting issues are occurring causing delays at shipping point. Quality has been good but expect to see quality issues due to wet lettuce. Pink ribbing, blistering and

Green Leaf

Overall quality is looking nice, may see small amount of blistering and peel due to the rainy weather.

Romai

ne
Due to the cooler weather, you will see small blistering

Cabbage

Green, Red and Napa cabbage are available.

discoloration. Product is available but seeing the market firm up with Valentine's Day approaching.

and peel.
34-38's
coming out
of the
field.

POTATOES

Chipper Potatoes

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

Russet Potatoes

With so many commodities being affected by Mother Nature, one of the stable items you can offer and promote are potatoes!

Conventional - Market is stable and there are plenty of russet potatoes available. Expecting a stable market through February.

Organic - Good supplies through March, then we will see the market tighten as storage crop will need to get us into June, when new crop will be starting. Veg-Fresh is shipping 3# and 5# bags, paper and poly. Organic carton russets!

Sweet Potatoes

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

White Potatoes

Call for up-to-date availability on white potatoes.

Red and Gold Potatoes

Conventional - Plenty of volume available, markets will be good through February.

Organic - We have very nice quality and are shipping potatoes in paper or poly bags! Market will stay stable through most of February. March and April we will be transitioning from the Pacific Northwest to the desert.

Fingerling Potatoes

Conventional - Russian banana fingerlings are available, along with French and additional varieties.

Organic - Russian Banana and mixed varieties, 16/1.5# bags or 20# cartons.

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 good supplies and availability 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 good supplies. 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 exceeds for all districts largely due to Valentine's Ad activity and heavy rain on the West Coast. Most harvesting out of Baja and California have been curtailed or halted entirely.

Baja/Oxnard demand exceeds supply. Both areas received 4 inches of rain and some areas significantly more. What little volume is being harvested will have questional quality and condition for at least a week. Any previously committed ad activity is trying to be handled out of Central Mexico or Florida where it may work.

Santa Maria not a lot to report. We will not see any significant volume until late February or early March. In general, Santa Maria will be at least a month ahead of most traditional years. Most traditional years, we would see a hard freeze somewhere in the winter months that pushes the start back to late March or early April. The later we get in the winter and closer we are to Spring, the likelihood of a hard freeze declines daily.

Central Mexico demand is very good too and exceeds supply. Central Mexico has very good volume but with demand being shifted out of Baja/CA there is not enough to handle. This should start to ease as the Valentine Ad activity comes to an end. We still expect Central Mexico to be the biggest volume area until Florida starts to get in its peak. Wide range in quality and condition. In general, quality has been good.

Florida demand exceeds supply. Very similar to Central Mexico with less overall volume to work with. We expect Florida to increase quickly as they are starting to see a warming trend. Again, same as Central Mexico, expect to see that demand will decline some as the Valentine Ads finish. Quality and condition is good to very good.

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 and Mexico with limited volume due to rainy and cold weather.

Cucumbers

Steady volume out of Nogales.



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