



Weekly update for February 7, 2024

TOMATOES

Tomato on the Vine

Conventional

Supplies - Good supplies out of Mexico.

Pricing - FOB cost is mostly in the \$11.95 - \$12.95 range

Demand - Fair demand at this time.

Organic

Supplies - Fair to good supplies out of Mexico.

Pricing - Hearing a range on cost. FOB's are in the high teens to low \$20.00s.

Demand - Fair to good demand.

Beefsteak Tomatoes

Conventional

Supplies - Fair to good supplies out of Mexico.

Pricing - FOB costs are mostly in the low to mid-teens.

Demand - Fair to good demand.

Organic

Supplies - Light supplies still out of Mexico.

Pricing - FOB costs are still holding in the mid to high \$20.00s.

Demand - Demand still exceeds availability.

Organic Roma Tomatoes

Supplies - Good supplies out of Mexico.

Pricing - FOB costs are holding in the mid to high teens.

Demand - Good demand for Super Bowl week. We'll have to see if things continue next week.

Grape Tomatoes

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

Heirloom Tomatoes

Conventional

Harvest and markets out of Central Mexico remain steady. Forecasting steady harvest through the balance of February and into March.

Organic

Harvest and markets out of Central Mexico and Baja remain steady. Forecasting good volume through the balance of February and into March.

Medley Tomatoes

Medley tomatoes are 40.00 to 42.00 on clams and extremely short in supply.

Cherry Tomatoes

Cherry tomatoes are basically non-existent at 40.00.

Organic Sweet King Tomatoes

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

Organic Purple Crush Tomatoes

Purple crush tomatoes very little supply.

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.

POTATOES

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 too!

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 remain 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.

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

Due to the current weather this week, please reach out for supply availability.

Grapefruit

Lemons

Organic

D3 first pass has been completed. Expect second harvest to start by mid April on Rio-Red.

D2 good supplies. Star Ruby fruit is grading more towards fancy with good red color both inner and outer. Peak sizes 40s/36s/32s/48s/56s.

Mexico imports continue to cross in good quantities. Expect supplies all through the end of February. Peak sizes 40/48/36/32 and some 56s.

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.

Organic

California D1 supplies are good and steady, grading towards fancy. Sugar brix 13-14. Peak sizes 56s/48s/72s/88s and limited on 113s/138s.

Conventional

D3 desert is at its peak of the season, good quality and color. Peak sizes 140s/165s/115s/95s/200s.

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

Organic

Mexico import supplies are now down to a few loads per week. Quality and grade remain heavy towards choice. Peak sizes 165s/140s/115s/95s.

California D3 quality still remains strong. Grade is leaning towards fancy. Expecting season to end by the end of February. Peak sizes 140s/165s/115s/95s.

D1 is now at full harvesting. Peak size 140s/165s/115s/95s. Note: crop is lighter this season compared to last year estimating 15% to 20%.

Limes

Steady volume coming out of Veracruz and Jalisco, Mexico.

Sweet Limes

D3: color is fully yellow and mix sizes. Peak sizes remain on large.

D2: started harvest last week. Good light yellow color with silver yellow shoulders. Peak size jumbo/large/mam.

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 with current prices and should stay steady through Valentine's Day.

Blackberries

Blackberry production has increased and market is lower. Quality has been fair to excellent depending on the variety. Expect crossings to continue at the current pace. Blackberries will be a great item to promote.

Raspberries

Raspberries continue to be on the short side and looks to be for the next 10 days. Central Mexico production as well as Baja growing areas have been

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 questionable 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

affected by weather. Looks like production should increase by late next week. Should see promotable volume for Valentine's Day.

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.

PEPPERS

Green Bell Peppers

Conventional

Green bell pepper market is short and expensive due to the weather conditions and lack of water in Sinaloa. Limited inventory.

Organic

Organic Green bell peppers are available out of Mexico with good volume and quality.

Organic Mini Sweet Peppers

Organic Mini Sweet Peppers are currently out of Mexico with a short 2-day notice.

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.

Organic

Organic colored bells are starting with good volume.

Chilie Peppers

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

FRUIT

Organic Apples

Plenty of organic apples with great costs out of the Northwest. Great item to promote!

Mango

Conventional

Peruvian mangos continue to be very expensive in the high teens to low 20s and are very short. Peru volume is off by 75%-80% this year. Mexican ataulfo mangos coming in a few weeks. Toomy Atkins projected to come in around late February early March.

Organic

Peruvian organic mangos are coming in. All Kent variety coming in mostly 7s to 10 counts. Prices remain higher.

Pineapples

Conventional

Market demand is low. Plenty of fruit from Costa Rica around West Coast. Not much fruit coming in from Mexico at this point.

Organic

Decent supplies from Mexico on 6/7/8s but not a lot of Costa Rican volume coming in at all. Market still high for this time of year.

CUCUMBERS

Organic Hot House

Cucumbers

Currently out of Mexico with good production.

Organic Slicer Cucumbers

Available from Hermosillo, Mexico with good production.

Cucumbers

Persian Cucumbers

Steady volume out of Nogales.

Supplies are still extremely limited and the costs are very high on both conventional and organic persian cucumbers. The market will remain tight through February.

VEGGIES

Brussels Sprouts

Conventional

Conventional brussel sprouts available out of California and Mexico with limited volume & quality issues due to rainy and cold weather.

Organic

Organic Brussels sprouts out of Baja currently limited volume due to rain.

Organic Green Beans

Organic Green Beans out of Mexico are currently limited due to rain in Baja.

Organic Eggplant

Available out of Hermosillo, Mexico with limited volume due to cold weather.

SQUASH

Organic Soft Squash

Mexico is currently in growing area Guaymas but rain and cold weather slowed down production. Volume and availability should be improving this week. Organic yellow squash is still very limited.

Organic Hard Squash

Good supplies and quality on most organic squash varieties out of Mexico.



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