



Weekly update for March 13, 2024



Elevate Your Plate with Freshness & Convenience!

If you are attending Market Vision Conference this week in Palm Desert, we hope you stop by our **table #132** and say hello to the Veg-Fresh National Sales team!

TOMATOES

Grape Tomatoes

Grape tomatoes both organic as well as conventional are steady volumes through Mexico and the East coast.

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

Mexico

Still good supplies available on vine-ripe and roma tomatoes. Big vine ripe best quality on the high teens to low \$20s. Roma tomato volume beginning to pick up. Plenty of volume to promote in the mid-teens for the best quality.

Florida

This week is the leading edge of Florida Spring tomato harvest. Sizes are peaking extra-large and jumbo end. Markets are in the mid-teens for large sizes and low \$20s for 6x6 and 6x7s. Few romas available, though more should begin showing up next week.

ONIONS

White onion volumes out of Mexico are improving and quality is also getting cleaner and whiter. Prices have come down slightly. Yellow and red onions market has remained stable this week from the Pacific Northwest, but storage numbers are dwindling down. Yellow and red onions are crossing from Mexico but the prices are very high.

AVOCADO

Volume out of Mexico is starting to slow down on avocados out of Mexico. At the same time, California fruit is inching closer and closer to having volume to promote. That being said, California fruit is not ready to plug the gap that Mexico is leaving behind in the market. We anticipate pricing to rise as Mexico slows down. Hopefully California fruit can help on pricing when the timing is right.

LETTUCE

Iceberg

Lettuce has experienced colder temps and rain the past few weeks, causing elevated pricing and less product being produced. The good news is warmer temperatures are expected and quality is improving. Expect prices to continue their roller coaster trends. Huron, CA iceberg will officially start the week of 3/18 with Salinas starting in mid-April.

Green Leaf

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

Romaine

Quality is looking good due to cooler weather, you will see small blistering and peel. Pricing has also increased due to lower availability.

Cabbage

Green, Red and Napa cabbage are available.

POTATOES

Chipper Potatoes

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

Russet Potatoes

Conventional - Russet potatoes are steady. Demand is moderate, promote with

Red and Gold Potatoes

Conventional - Colored potatoes will continue shipping out of the Pacific Northwest through April/May. Florida has started shipping red, gold and white potatoes.

confidence.

Organic - Good supplies through March, in April/May 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.

Organic - Veg-Fresh offers these organic potatoes packed in paper or poly bags! We are shipping organic colored potatoes out of the Pacific Northwest through April, then we transition to the desert crop.

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 are getting close to ending the season in a couple of weeks. Leaning towards choice. Peak sizes 32s/36s/27s/40s/48s/56s.

Mexico - supplies are becoming limited as the season nears the end in a couple of weeks.

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

D2 - will be starting up in a week or two as it transitions from D3.

Navel Oranges

Conventional

D1 good supplies. Good sugar brix between 13-14. No gassing all natural color. Peak sizes 56s/72s/48s/88s limited on 113s/138s.

Lemons

Conventional

D3 is finishing up their season this week. Peak sizes 95s/115s/75s/ limited on 140s and smaller.

D1 harvesting is at its peak. Quality is good. Grading heavy on fancy and large sizes. 95s/115s/75s limited on 140s and smaller.

Limes

We are entering the shortest supply time of the year on limes. Prices spiked in February, will remain high through March and start to come off sometime in April. This is due to cold weather in 2 major growing regions. Trees just don't produce much fruit this time of year. That said, our growers don't expect to see a crazy \$70-\$80 market this year but we could see \$40-\$50 over the next few weeks.

BERRIES

Blueberries

Blueberry market is beginning to firm up on Peruvian and Mexican crop and demand is steadily increasing with good quality continuing out of both areas. Chilean production is now passed its peak and imports are slowing down quickly thus causing the markets to rise.

Strawberries

Demand varies by district due to overall production, quality and condition. Central Mexico is over their peak. Florida is in their peak. Baja and Oxnard are a couple of weeks away from their peak. Santa Maria is just starting to pick some light volume.

Baja/Oxnard demand is fair to light. The market is lower. Baja is trending up and will be in their peak shortly. Oxnard has cleaned up several rains and production is going up quickly.

Santa Maria Demand is fair to light. The market is lower. Similar to Oxnard in that quality has improved after several rains. The plants are smaller but have the first sets of fruit on them. Expect light volume and excellent quality, condition and flavor. Baja, Oxnard and Santa Maria all have large fruit.

Central Mexico demand is light. Some/many sales to be established later. Central Mexico looks to be over their peak and we should start to see them trend down slowly every week. Quality and condition should be fair to good.

Florida demand is light. The market is lower. Some/many price to be established later. Florida is in its peak. Quality and condition should be fair to good with smaller size.

VEGGIES

Green Bell Peppers

Conventional

Supply has improved. We see steady supply on large sizes. We should see a greater improvement in the next two weeks.

Colored Bell Peppers

Conventional

Less supplies available on colored bell peppers due to weather issues. Also, growers cut green due to high market and did not leave enough product to color up. The rain is also affecting Culiacan and Los Mochis. We should start to see better supply in the next 2 weeks.

Chilie Peppers

Steady volume coming out of Sinaloa, crossing through Nogales.

Brussels Sprouts

Conventional

Conventional brussel sprouts available out of California and Mexico with good volume.

Cucumbers

Nothing has changed much. Still short supplies hoping to see better supply in the following weeks.

Short supplies due to cold nights in Sinaloa and Baja south. Cucumbers are very delicate and with the cold weather they don't grow well. All the flowers will not form until weather gets better.



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