



Weekly update for March 13, 2024

## TOMATOES

### Tomato on the Vine

#### *Conventional*

**Supplies** - Still seeing good supplies out of Mexico.

**Pricing** - FOB's are ranging from \$6.50 to \$9.00 with most quotes between \$7.00 - \$8.00.

**Demand** - Movement has slowed down. Future ads will help movement pick up.

#### *Organic*

**Supplies** - Good supplies out of Mexico.

**Pricing** - FOB costs have come down. Most quotes are in the \$9.00 - \$10.00 range.

**Demand** - Very light demand this week. We can offer ad quotes moving forward to stimulate some business.

### Beefsteak Tomatoes

#### *Conventional*

**Supplies** - Not seeing a lot of supplies/offers on conventional beefsteak tomatoes this week.

**Pricing** - FOB costs are still in the \$20s but the right market is probably somewhere in the high teens at best.

**Demand** - Lighter demand this week.

#### *Organic*

**Supplies** - Still not seeing a lot of availability out of Mexico. We should see some new production starting up in April.

**Pricing** - FOB costs are in the low \$20s.

**Demand** - Fair demand like everything else.

### **Organic Roma Tomatoes**

**Supplies** - Good supplies out of Mexico.

**Pricing** - FOB cost are ranging mostly around \$16.95 - \$18.95

**Demand** - Fair demand.

Overall, movement was very light this week on Organics. Higher cost compared to conventional tomatoes are probably restricting movement.

### **Grape Tomatoes**

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

### **Heirloom Tomatoes**

#### ***Organic***

Harvest out of Central Mexico and Baja are down due to interplanting. Harvest will improve by late March. Markets are up.

#### ***Conventional***

Harvest out of Central Mexico is down. Harvest will improve within the next couple of weeks.

### **Medley Tomatoes**

Medley tomatoes remain very short supply. Markets are still in the high 30s on clams for medley tomatoes.

### **Cherry Tomatoes**

Cherry tomatoes remain in short supply. Markets are still in the high 30s on clams for cherry tomatoes.

### **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 - waiting for mid-April crop to produce better volume.

### **Round, Roma and Vine-Ripe Tomatoes**

#### **Florida**

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

#### **Mexico**

Still good supplies available on vine-ripe and roma tomatoes. Big vine ripers 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.

# ONIONS

White Onions volume out of Mexico are improving and quality is also getting cleaner and whiter. Prices have come down slightly. Yellow and red onion 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.

# POTATOES

## Russet Potatoes

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

## Red and Gold Potatoes

**Conventional** - Colored potatoes will continue shipping out of the Pacific Northwest through April/May. Florida will be starting shipping red, gold and 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

### *Organic*

D3 - desert is getting close to ending their season in a couple of weeks.

D2 - good supplies and expecting to ramp up the season in two weeks. Star Ruby fruit is grading more towards fancy with good red color, both inner and outer. Peak sizes 40s/36s/32s/48s/56s.

## Lemons

### *Conventional*

D3 is finishing 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.

Mexico - imports continue to cross in good quantities, expect season to end in a couple of weeks. 32s/36s/27s/40s/48s/some 56s.

#### ***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.

#### ***Organic***

California D1 supplies are good and steady. Starting to see a bit more thrip damage on fruit. Fruit is grading towards choice as expected this season to be. Sugar brix 13-14. Peak sizes 56s/48s/72s/88s and limited on 113s/138s.

#### ***Organic***

California D3 is wrapping up their season in a week or two. Fruit is peaking on the larger sizes 115s/95s/75 limited on 140s/165s/200s.

D1 is now at full harvest. Peak sizes 115s/95s/75s limited on 140s/165s/200s. Season is getting close to ending in two to three weeks.

### **Limes**

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

### **Sweet Limes**

D2: started, is now at peak harvest. Good light yellow color with silver yellow shoulders. Peak size jumbo/large/mam some colosso.

## **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**

Market continues to be volatile, but believe we are in a transition point. California weather looks to be bringing colder nights for the next 10 days. This will harden the berries and also slow production.

**Baja/Oxnard** - good quality coming out of Oxnard due to favorable weather. In Baja, rain has affected the region.

## **Blackberries**

Blackberries are moving steadily. Quality has been mostly good with some growers experiencing issues. Market is level and movement is good overall. Not foreseeing any changes for next weeks supply or FOBs.

## **Raspberries**

Raspberries are still in demand exceeds situation and looks to continue for another 14 days. Limited volume in Central Mexico and now Baja is ending their raspberry deal two weeks earlier than anticipated. Volume will be limited for the month of March and prices will remain high.

**Santa Maria** Large fruit is currently available. We have been harvesting for the past 3-4 weeks. Santa Maria has the biggest foot print from a strawberry acreage standpoint.

**Central Mexico** - majority of harvest at the moment is going into processing. Most Texas retailers will soon shift from Central Mexico region to Baja.

**Florida** - region was hit with heavy rains and hail last Monday and more rains coming with high heat.

# PEPPERS

## **Green Bell Peppers**

### ***Conventional***

Steady volume coming through Nogales.

### ***Organic***

Organic Green bell peppers are gapping for one week.

## **Organic Mini Sweet Peppers**

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

## **Colored Bell Peppers**

### ***Conventional***

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

### ***Organic***

Organic colored bells - currently not available.

## **Chilie Peppers**

Steady volume coming out of Sinaloa, crossing through Nogales.

# FRUIT

## **Organic Apples**

Plenty of Organic apples available with aggressive pricing! There should be enough domestic volume on most apple varieties to last until new crop begins this fall.

## **Mango**

### ***Conventional***

Mostly larger sized mango's available from Mexico. Size 6-9s mostly. Not a ton of smaller mangos available on the open market. And not a lot of fruit crossing which is atypical for

this time period.

### ***Organic***

Mexican organic mangos are in decent supply. Quality is solid. Prices have come down some slightly this week, but still not a lot of fruit available from growers yet.

## **Pineapples**

### ***Conventional***

Market is rising as we get closer to the Easter pulls. Not a lot of larger pineapple available on the West Coast. Mostly smaller fruit around. Mexico volume is picking up slightly, but FOB prices are about the same landed prices as Costa Rican and Ecuador fruit.

### ***Organic***

Supplies are very tight out of Mexico and from Costa Rica right now. Prices are rising this week.

## **CUCUMBERS**

### **Organic Hot House Cucumbers**

Currently out of Mexico. Good volume on production.

### **Organic Slicer Cucumbers**

Out of Hermosillo, Mexico with limited volume.

### **Cucumbers**

Nothing has changed much. Still short supply 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 cold weather, they don't grow well. Flowers will not form until weather gets better.

### **Persian Cucumbers**

Supplies have tightened up a bit from last week, but still a lot of nice cucumbers available. Costs are up a bit from last week, but still a good item to promote. Increased supply of organics.

## **VEGGIES**

### **Brussels Sprouts**

#### ***Conventional***

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

#### ***Organic***

Organic Brussels sprouts out of Mexico with good volume and quality.

### **Organic Green Beans**

Organic Green Beans out of Mexico with good volume and quality.

### **Organic Eggplant**

Available out of Hermosillo, Mexico with better supplies and quality.

# SQUASH

## Organic Soft Squash

Mexico is currently in growing area Guaymas. Volume on zucchini has improved with better volume. Hermosillo started on organic yellow squash with limited volume.

## Organic Hard Squash

Good supplies of butternut and spaghetti. Limited volume on acorn, kabocha and delicata.



### **Veg-Fresh Farms**

1400 West Rincon Street, Corona, CA 92878

This email was sent to {{contact.EMAIL}}  
You've received it because you've subscribed to our market report.

[Unsubscribe](#)

