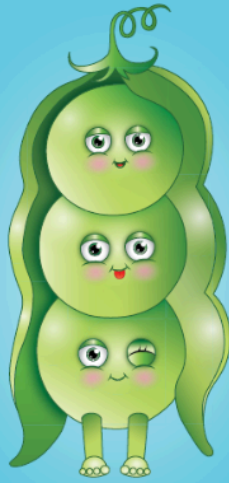


Spread HAP-PEA -NESS



Weekly update for March 27, 2024

TOMATOES

Tomato on the Vine

Conventional

Supplies - Lighter supplies out of Mexico this week due to Holy Week. Canadian production is still slow to start.

Pricing - FOB cost this week has been holding in the \$8.95 - \$10.95 range.

Demand - Fair to good demand. The East is seeing high demand this week and that is where most of the Mexican production is moving.

Organic

Supplies - Lighter supplies out of Mexico.

Pricing - FOB quotes are in the \$10.95 - \$12.95 range.

Demand - Light demand continues.

Beefsteak Tomatoes

Conventional

Supplies - Light supplies out of Mexico. Still waiting for Canadian production to start up.

Pricing - FOB costs have stabilized. Mostly in the \$16.00 - \$17.00 range.

Demand - Fair to good demand on beefs.

Organic

Supplies - Fair supplies out of Mexico. We will have a little bump up next week on Organic Beefsteaks.

Pricing - FOB costs have not changed much. Still in the low to mid \$20s.

Demand - Overall demand was a little better this week.

Organic Roma Tomatoes

Supplies - Lighter supplies out of Mexico. We are finished with the Culiacan crop and new production has not started to pick up yet.

Pricing - FOB cost are up quite a bit. Costs are in the \$18.95 - \$22.95 range.

Demand - Good demand this week going into the holiday weekend.

Grape Tomatoes

Grape tomatoes both organic as well as conventional continue to be plentiful in supply.

Heirloom Tomatoes

Organic

Harvest out of Central Mexico and Baja is in a inter-planting gap for another week. Mostly non-existent for the holiday week/weekend. New crops remain another 7-10 days away. Forecasting harvest to begin against new crops by week of April 8th. Markets continue to elevate against very little volume.

Conventional

Harvest out of Central Mexico remains very limited. Forecasting harvest against new crop to begin by week of April 8th. Until then, volume will remain limited. Markets continue to elevate.

Medley Tomatoes

Medley tomatoes are still VERY short in supply with demand far exceeding supply.

Cherry Tomatoes

Cherry tomatoes have become much more available in supply.

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 still 3 weeks out from production.

Round, Roma and Vine-Ripe Tomatoes

Florida

Devastating rain last weekend took a direct hit on the current primary tomato growing areas in Florida. 5 inches to 6 inches of rain all at one time has knocked growers out of harvest picking this week of Easter demand. Post rain picking is estimated to have drastically reduced yields and less than ideal quality.

By the **END OF APRIL**, Florida will have recovered into the new spring tomato harvest areas that were spared from last week's storm. Round tomatoes \$28.95 - \$34.95 and Roma tomatoes \$28.95 - \$32.95. Demand exceeds too few supplies to meet demand.

Mexico

Mexican tomato growers are in a declining window of tomato production from Culiacan and Sinaloa. Sonora and Jalisco are both not producing enough tomatoes to offset the lessened production from Culiacan and Sinaloa, nor the immediate lack of supplies from Florida.

This being Easter week, tomatoes will be harvested only for a few days before ranches close down until after Easter. Demand exceeds supplies on both round and roma tomatoes. Round vine ripe tomatoes \$28.95 to \$34.95. Roma tomatoes \$25.95 to \$28.95.

ONIONS

White Onions out of Mexico are still expensive but are down slightly in price and not a lot of extra volume around. Quality on Pacific Northwest and Nevada white onions are not very good right now. Yellow onions are stable but the Jumbo Red Onions have moved up in price as shippers are trying to stretch their crops into April. The desert onion deal should start up in late April.

POTATOES

Russet Potatoes

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

Organic - Organic russet storage crop will be shipping into the summer. Market will strengthen moving towards June. 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 - expect for Rio's to finish end of next week.

D2 - Star ruby. Good supplies and availability. 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 season to end in a

Lemons

Conventional

D3 is now finished.

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

Organic

California D3 has finished.

couple of weeks. 32s/36s/27s/40s/48s/
some 56s.

Conventional

D3 Rio Red and transitioning to D2. Peak
sizes 40s/36s/48s/32s.

Mexico - is expected to finish next week.

D1 stars are now available in good
supplies. Quality is good. Grading more
towards fancy. Peak sizes 40s/36s/48s/32s.

D2 stars are now available in light supplies.
Expect supplies to increase as we move
into the season. Peak sizes
40s/36s/32s/48s.

Navel Oranges

Conventional

D1 good supplies Washingtons. Fruit
peaking large 56s/48s/40s/72s and limited
on 113s/138s.

Organic

Veg-Fresh supplies have finished. Other
shippers will end between this week and
next week.

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

D2 is now at full harvest. New crop very
strong. Quality is at its best with silver tips.
Peak size 140s/115s/165s/95s limited on
200s.

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: color are now full yellow. Good sizes
peaking on jumbo/mam/large.

BERRIES

Blueberries

Blueberry market has seen a sharp
increase in demand due to Chilean
imports coming to a halt. Peru and
Mexico are still crossing with good
supplies and quality. Florida has now
started with excellent quality and
Georgia will be up and going by mid-
April. Expect prices to remain high for
the next 21 days.

Blackberries

Blackberry market is steady with
quality fair to good. Imports will stay
steady from Central Mexico for the
next 2 weeks and now would be a
good time to promote.

Raspberries

Strawberries

Demand varies by district due to overall production,
quality and condition. Florida is in trying to hold on
through Easter pull. Baja and Oxnard are a couple of
weeks away from their peak. Santa Maria is just
starting to pick promotable volume.

Heavy rains this weekend in our California regions.

Baja/Oxnard demand is good. The market is
trending in the double digits. Baja volume is trending
up but being challenged with rain. Oxnard quality is
great and production is going up quickly. Expect
excellent fruit quality and condition with great flavor.

Santa Maria Demand is good. The market is tending
in the double digits. Similar to Oxnard in that quality
is excellent. The plants are loaded. Expect promotable
volume and excellent quality, condition and flavor.
Baja, Oxnard and Santa Maria all have large fruit.

Central Mexico has concluded the season.

Raspberry demand surpasses supplies and will continue to be in the same position for the next two weeks.

Quality is very good out of Central Mexico and we should see an increase in volume mid-April, just in time for Mother's Day promotions.

Florida will be concluding the season at the end of the weekend.

PEPPERS

Green Bell Peppers

Conventional

Steady volume coming through Nogales.

Organic

Organic Green bell peppers are gapping due to quality issues in the fields.

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 - are very limited.

Chilie Peppers

Steady volume coming out of Sinaloa, crossing through Nogales.

FRUIT

Organic Apples

Still plenty of volume and good prices on organic apples out of the Northwest. Great time to push!

Mango

Conventional

With Holy Week upon us, packing volume will slow down some. Prices are still in the low to mid-teens which is very high in comparison to years past. Volume should pick up in April and May. Smaller sizes Ataulfos available.

Organic

Mexican organic mangos are in good supplies. Tommy Atkins variety size 8-10 counts. Market is steady with good quality.

Pineapples

Conventional

The market is very short and active on all sizes as Easter approaches. More Mexican fruit will start arriving soon. Post Easter, there will be a lot more pineapple around from Mexico and Costa Rica.

Organic

Good supplies coming in from Mexico right now. Not much volume from Costa Rica at the moment but supplies picking up pretty soon.

CUCUMBERS

Organic Hot House Cucumbers

Currently out of Mexico. Good volume on production.

Organic Slicer Cucumbers

Out of Hermosillo, Mexico with very limited volume.

Cucumbers

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

Persian Cucumbers

Better supplies of nice conventional and organic cucumbers. Costs are down a bit this week and it's a great time to push!

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.

VEGGIES

Brussels Sprouts

Conventional

Conventional brussel sprouts are starting to tighten up on volume.

Organic

Organic Brussels sprouts out of Mexico with limited volume and quality starting to show some issues.

Organic Green Beans

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

Organic Eggplant

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

SQUASH

Organic Soft Squash

Mexico is currently in growing area Hermosillo. Good volume on zucchini. Organic yellow squash also has better volume.

Organic Hard Squash

Good supplies of butternut and spaghetti. Acorn is extremely limited. More delicata squash coming in April.



Veg-Fresh Farms

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