



Weekly update for July 24, 2024

TOMATOES

Grape Tomatoes

Grape tomatoes both organic as well as conventional are both still a little on the short side, however volume looks like it will be picking up some this week from 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

Roma Tomatoes

Severe heat in the west and rain in the southeast are continuing to take a toll on this commodity. FOB markets continue \$23.95 - \$25.95 demand exceeds supplies.

Vine Ripe Tomatoes

Supplies of vine ripe tomatoes are fair to moderate. Markets are in the low to mid \$20's. Quality is very good.

ONIONS

Very high temperatures again this week up in Central California growing areas through Saturday which is slowing up the packing process. Yellow onion skins are not setting due to high temps. Yellow onions pricing is up again this week as most growers have a lot of Colossal and Super Colossals. Mediums are higher priced. Market is steady on medium and jumbo whites. The red onion market moved up a bit this week. Deals still available on yellow colossal and supers.

AVOCADO

As of now, USDA inspections have resumed in Mexico. It will take a moment for the pipeline to fill again but we feel that the supply shortage has topped out. California fruit is available and quality remains excellent.

LETTUCE

Iceberg

Quality overall is good and supplies are back to normal, pricing has adjusted. Insect/sun/wind damage is being found at field level but being trimmed at harvest.

Green

Leaf

Overall quality is looking nice.

Romaine

Product overall is looking good and pricing is stable.

Cabbage

Green and napa cabbage are available. Red cabbage is still short but supplies are improving.

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, we will be shipping through the summer. Demand is moderate. New crop will start in August.

Organic - Storage crop is what we will be shipping through July with new crop starting in August. Market is strengthening. Organic carton russets will be limited.

Sweet Potatoes

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

White Potatoes

White potatoes have started in Stockton, market is strong.

Red and Gold Potatoes

Conventional - Stockton crop has started. The Pacific North West will start harvesting early August. Supplies are moderate, market is strong.

Organic - New crop out of Washington has started! Demand is good. Veg-Fresh offers these potatoes packed in paper or poly.

Fingerling Potatoes

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

Organic - We will start shipping new crop last week of August. Russian, French, Amarosa, Purple and Medleys.

Organic Creamer Potatoes

We will start shipping new crop last week of August. Red, gold and purple creamers.

CITRUS

Grapefruit

Conventional

D2 March Rubys are the main source for the summer. Peak sizes 32s/36s/27s/40s and smaller.

Valencia

Lemons

Conventional

D2 supplies will be limited through July. Small sizes 140s/165s/200s will remain limited. Peak sizes 95s/75s/115s limited on 140s/165s.

Conventional

D2 crop is about 6 weeks from ending its season. 113s/138s/88s being the peak size. 72s and larger remain limited.

Limes

Steady volume out of Veracruz and Mexico regions. There is more availability on bigger sizes.

BERRIES

Blueberries

The blueberry deal is leveling off as supplies have increased out of the Pacific North West and now Baja California has begun production. Expect prices to continue at same levels and possible lower as we head into the next few weeks. Quality has been from good to excellent from all districts.

Strawberries

Overall strawberry quality will be a challenge until we start out new Portola crop in mid-August. The main issue is the warmer nights not allowing the fruit to harden.

Demand exceeds supply in all districts due to overall production, quality and condition. Watsonville is the region producing the most units currently.

Santa Maria: Demand exceeds supply. Size is medium to small. Brix on these strawberries are amazing. Quality will be our primary focus as we navigate the warmer weather. Day neutral varieties currently in production.

Our Santa Maria fall crop is scheduled to come in mid-August.

Watsonville/Salinas: Demand exceeds supply. Size is large and brix on these strawberries are amazing! Warmer weather is also affecting quality out of this northern region.

VEGGIES

Bell Peppers

Green

Green bell peppers are short due to the current hot weather. We will see more product coming out of Baja in the next week or so.

Colored

All color bell peppers remain short, especially on volume fill reds. Not much product coming out of Canada or Holland.

Chilie Peppers

Baja has started with the majority of the varieties. Pasilla and Habanero remain short due to the heat. Northern California is still 3-4 weeks from starting.

Broccoli Crown

Steady production. The heat wave caused some minor issues in crowns. Seeing it steady for the next couple weeks. Market seems to be holding.

Parsley

Curly

Steady supply. Quality is looking good.

Italian

Steady supply. Quality is looking good.



Cucumbers

Steady and plentiful volume coming out of Baja.



Asparagus

Currently out of Baja and Central Mexico. Average quality looking to be better next week.



Green Kale

Steady supply. Quality is looking good.



Brussels Sprouts

Limited supply. Supplies could start to increase within the next week or two.



Cilantro

Steady supply. Quality is looking good.

Leeks

Steady supply. Quality is looking good.

Cabbage

Green

Steady supply both growing regions Santa Maria and Salinas. Good quality.

Red

Currently out of Oceano, CA. Limited supply, demand moderate. Market should continue to stay high.

Corn

White

Good supply. Prices starting to rise in the next week or two.

Bi-Color

Limited supplies due to excessive heat which ruined the pollination process. Limited through August.

Bi-Color/Handle

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Veg-Fresh Farms

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