



Weekly update for October 2, 2024

TOMATOES

Round, Roma and Vine-Ripe Tomatoes

OUTLOOK

October, November and December tomato supplies will be dictated by what weather decides to make an appearance.

Baja California and Mexico

Roma and vine ripe tomatoes will remain short with elevated pricing. We do not see lasting relief until the (end) of November.

Unpredictable severe weather has made crop transitions very uneven.

There has been days/weeks of harvest, then 10-12 day periods of very few supplies available. New areas have not yet matured quickly enough to bridge the transition gaps.

California

Most tomato growers are now entering fall harvest mode. Only picking 2 or 3 days a week as days get shorter. So long as rain does not enter the picture, there should be adequate tomato supplies for the next 4 to 5 weeks from Central California.

Palmetto/Ruskin

More wind effects on these crops than water damage from Helene. These crops are set to harvest in November.

South Georgia/Quincy Florida

Moderate damage. To what extent is still be assessed.

These tomato crops are set for harvest for the month of October.

Tennessee/North Carolina

Devastated. Complete wipe out of all tomato crops that had another 3-4 weeks left to harvest.

Grape Tomatoes

Grape tomatoes both organic and conventional are getting super short.

ONIONS

Shipping good volume out of Idaho, Oregon and Washington on all colors and varieties of onions right now. All yellow onion pricing is staying about the same. Red onion demand is good and pricing steady, but the white onion market has jumped up some this past week as there is varying quality out of the Pacific Northwest.

AVOCADO

California fruit is done for 2024 and Mexican fruit has arrived with great volume and excellent quality. We have seen the markets slide and now we are seeing the markets stabilize somewhat. Moving forward, Mexican avocados will be the only option in regards to Country of Origin.

LETTUCE

Iceberg

Quality overall is good. Market continues to be stable and plenty of product is available.

Green Leaf

Overall quality is looking nice and markets are stable.

Romaine

Product overall is looking good and markets are stable.

Cabbage

Napa, green and red 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. Good supply of storage potatoes available. Harvest has started on new crop and will ramp up as harvests are starting throughout the growing regions.

Organic - We are seeing good demand on all sizes of organic russet potatoes. We have all pack sizes and cartons available.

Sweet Potatoes

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

White Potatoes

White potatoes are available. Put these potatoes into your soups and stews - perfect for the Fall!

Red and Gold Potatoes

Conventional - Shipping new crop red and gold potatoes. Demand and quality are very good.

Organic - Quality is very nice. Demand has been good. More growing regions are starting up, volume will be increasing. 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 - Shipping new crop Russian, French, Amarosa, Purple and Medleys.

Organic Creamer Potatoes

We are shipping beautiful creamers: red, gold and purple.

CITRUS

Grapefruit

Conventional

New crop D3 will start harvest next week. Available to ship next week. Limited supplies through October.

Valencia

Conventional

D2 are expected to end the second week of October. High demand on 113s/138s/88s. Peak size 113s/138s/88s limited on 72s and larger.

Lemons

Conventional

New D3 crop increasing supplies each week. Fruit gassing for four to five days which is normal for this time of year. Fruit is firm with superior quality. Peaking on 140s/165s/115s/95s.

Limes

Good volume on smaller 230s and 250s, the larger sizing 200s, 175s and 150s remain limited.

BERRIES

Blueberries

Quality is the main concern on these berries. Pacific Northwest is running on fumes and quality is not there. Mainly harvesting due to high market pricing.

Mexico is starting to produce but light volume. Mexico is scheduled to increase in November.

Peru is delayed and will not be exporting until November.

Strawberries

All new crop portola fall production.

Santa Maria

Santa Maria is our main production region. Quality is solid with average berry size 20-24 count. Heatwave coming Thursday - Monday. This will soften the berries and decrease size to an average count 24-28 plus count.

Oxnard

Our newest region. Quality is excellent with average berry size 14-18 count. Minimal production and will have promotable volume in the next 2-3 weeks. Heatwave will also affect this region mainly with night time temperatures.

VEGGIES

Slicer Cucumbers

Steady market against slicer cucumbers. Market has slightly dropped due to Sonora starting up.

Bell Peppers

Green bells are starting to increase in price. Reds and yellow still good volume this week.

HH bells price is on the rise, quality is good.

Hot Peppers

The chili pepper market is currently flat on pricing with a steady supply. The USA region is a bit stronger with better quality. Mexico production has slightly decreased as some growers are starting to shift into a different region.

Tomatillo market is still active. Don't get picked off on Tomatillos (especially the peeled)!

Growing Region - Current through Oct

USA: Santa Maria/Oxnard

Jalapeño, Serrano, Pasilla, Yellow Caribe, Anaheim, Tomatillo (peeled & husk), Red Fresno & Habanero

Growing Region - Current through mid Oct

Mexico: Baja/Ojos Negros/Valle de Guadalupe

Jalapeño, Serrano, Pasilla, Yellow Caribe, Anaheim, Tomatillo (peeled & husk), Red Fresno & Habanero

Green Beans

Are very limited. Quality is struggling with extreme higher prices.

Broccoli Crown

Getting tight, price going up with good quality.

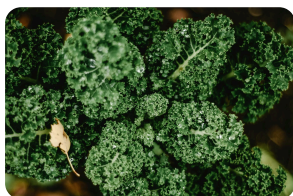
Parsley

Curly

Good volume with good supply (Load volume available)

Italian

Good volume with good supply (Load volume available)



Green Kale

Available with good quality.



Brussels Sprouts

We are seeing good quality, with reasonable prices.



Cilantro

Plentiful with very good quality (load volume available).



Asparagus

Should start seeing good volume next week.

Eggplant

US Crop - Product availability has improved on both 18ct and 24ct.

MX crop - Limited availability, receiving product twice a week out of Nogales. Winter deal expected to start up mid-November.

Leeks

Steady volume with good quality.

Cabbage

Green

Has been tight for the past 3 weeks, expecting supplies to improve next week.

Red

Has also tightened up with slight price increase.

Corn

White

Very tight and limited until mid-October.

Bi-Color

Starting to see some volume. Price is high.

Radishes

Extremely limited supply.



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