



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.

Tomato on the Vine

We are waiting to see if Hurricane Helen's damage to crops back east will have an effect on greenhouse product.

Conventional

Supplies - Good supplies continue out of Mexico and the US.

Pricing - FOB's costs are \$6.50 - \$7.50.

Demand - Fair to good demand.

Organic

Supplies - Good supplies out of Mexico.

Pricing - FOB costs are mostly in the \$9.00 - \$11.00 range.

Demand - Light demand. We can offer promotions through October to try and increase demand.

Beefsteak Tomatoes

Conventional

Supplies - Good supplies out of Mexico and Canada.

Pricing - FOB costs are mostly in the \$8.00 - \$9.00 range.

Demand - Fair to good demand.

Organic

Supplies - Good supplies continue out of Mexico.

Pricing - FOB costs are mostly in the \$12.00 - \$13.00 range.

Demand - Fair to good demand. We can offer promotions through October.

Organic Roma Tomatoes

Supplies - Production out of Mexico is slowing down. We will have new production starting up out of Baja, hopefully.

Pricing - FOB costs are still in the \$16.95 - \$18.95 range.

Demand - Fair to good demand.

Grape Tomatoes

Grape tomatoes both organic and conventional are getting super short.

Heirloom Tomatoes

Organic

Harvest out of Baja remains limited until approximately week of October 7th. Cooler weather continues to delay new crop. California crops remain steady. Markets remain steady.

Conventional

California harvest in crop transition for the next two weeks. Supply is limited and markets have elevated.

Medley Tomatoes

Medley tomatoes - plenty around.

Cherry Tomatoes

ORGANIC MELONS

Steady supplies of organic cantaloupes, honeydews and mini watermelons out of Brentwood, CA.

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.

POTATOES

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 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.

Organic

D3 will start harvest this week. Fruit will be available to ship first week of October.

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.

Organic

Peak size will be 56s/64s/48s/40s limited on 36s and larger.

Valencia Oranges

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.

Organic

Finished for the season.

Mexico import supplies continue to increase week by week. Peak sizes 140s/165s/115s/95s.

CA D3 good supplies now available. Peak size 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.

Blackberries

Quality is fine, but being challenged with back to back heat events. Demand exceeds supply.

California is the primary growing region. Available varieties in this region tend to have regression issues. Soft berries are mainly due to weather events.

Mexico has started to cross. Available varieties in this region tend to have regression issues. Soft berries are mainly due to weather events. Lots of rain in this region.

Raspberries

Quality is excellent and production coming from 3 different growing regions. Plenty of supply. Santa Maria production will go through November. Baja production will go through February. Central Mexico just started and will go through June.

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.



PEPPERS

Bell Peppers

Conventional

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.

Organic Green

Oregon has good volume and good quality. Hollister has started new fields.

Organic Colored

Mexico started very small with limited volume.

Organic Mini Sweet Peppers

Good volume from Mexico.

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

FRUIT

Organic Apples

Good volume on new crop apples available out of the Northwest. Good time to promote.

Mango

Conventional

Mexico season is over. Brazilian fruit is mostly staying on the East Coast but with the port strikes out East and in Texas, the market is jumping way up as the boats can't get offloaded. Call for availability. Ecuador season should start up earlier this year by late October.

Organic

Mexico is done for the season. Brazil really doesn't have any Organic mangos especially out West. Ecuador organic mango season will start up in late October, early November.

Pineapples

Conventional

Prices are stable this week. Demand is good and supplies are still fairly limited on larger fruit. Seems to be more fruit crossing through Texas now. Prices are down slightly this week. We have 6/7/8s available this week.

Organic

Supplies are improving slightly out of Mexico and Costa Rica. We have mostly 8ct available this week but prices are still pretty high. Prices have come down high \$20s.

CUCUMBERS

Organic Hot House Cucumbers

Baja growing gap.

English Cucumbers

Volume is still tight overall but there are more conventional English Cucumbers available this week out of Canada and Mexico. Organic English Cucumbers remain very tight.



Slicer Cucumbers

Organic

Baja has started new fields with limited volume. Hermosillo has started with volume.

Conventional

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

Persian Cucumbers

Persian cucumbers are still short and expensive. Bad weather in Mexico continues to hurt production. Supplies should improve a bit next week.

VEGGIES

Brussels Sprouts

Conventional

We are seeing good quality, with reasonable prices.

Organic

Organic Brussels sprouts available out of Mexico. New fields have started in Mexico.

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.

Eggplant

Organic

California quality issues due to extreme heat.

Conventional

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.



Green Beans

Conventional

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

Organic

Available from California and Baja.



Corn

White

Very tight and limited until mid-October.

Bi-Color

Starting to see some volume. Price is high.



Parsley

Curly

Good volume with good supply (Load volume available)

Italian

Good volume with good supply (load volume available)

Broccoli Crown

Getting tight, price going up with good quality.

Asparagus

Should start seeing good volume next week.

Kale Green

Available with good quality.



Cilantro

Plentiful with very good quality (load volume available).



Leeks

Steady volume with good quality.



Radishes

Extremely limited supply.

SQUASH

Organic Soft Squash

California and Baja growing regions have heavy scarring. California has limited volume on organic zucchini and yellow squash due to last heat wave. Average volume. Baja only has green zucchini, no organic yellow squash. Hermosillo started on organic zucchini and orange yellow squash.

Organic Hard Squash

Excellent volume and quality continues out of Central California on all organic hard squash.
Great time to promote!



Veg-Fresh Farms

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