



# Retail Market Report

February 19, 2025

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## Round, Roma and Vine-Ripe Tomatoes

Mexico and Florida in peak tomato production! Recommend continued aggressive promotions on roma and round tomatoes until further notice.

## Snacking Tomatoes

All snacking tomatoes are in a flushing mode: organic and conventional grape tomatoes, cherry tomatoes as well as organic and conventional medley tomatoes. Promo's are available!

## Organic Roma Tomatoes

Good supplies continue out of Mexico. Expect good production through March - weather permitting. FOB costs are holding in the \$11.95 to \$13.95 range. Fair demand, good time for promotions through March.

## Tomatoes on the Vine

### Conventional

Supplies: Good supplies continue through Mexico with supplies out of the USA also available.

Pricing: FOB pricing is \$6.16 - \$7.00 on Mexican product. Hearing quotes as high as \$10.00 delivered on USA product.

Demand: Fair to good demand.

### Organic

Supplies: Fair to good supplies out of Mexico.

Pricing: FOB costs are still holding in the \$12.00 range.

Demand: Fair to good demand. We are hearing better demand back East.

Inclement weather may slow that down a bit.

## Beefsteak Tomatoes

### Conventional

Supplies: Good supplies continue out of Mexico. Expect good production for the rest of February and early March.

Pricing: FOB costs are holding steady at \$8.00 - \$9.00.

Demand: is fair to good in the West. Better demand back East.

### Organic

Supplies: Good supplies starting out of Mexico.

Pricing: FOB cost in the \$12.00 - \$14.00 range.

Demand: Fair demand. Better demand out of the East.

## Heirloom Tomatoes

### Conventional

Harvest out of Central Mexico remains steady. Forecasting steady harvest to continue for the remainder of February and into March. Ad pricing and volume available.

### Organic

Harvest out of Central Mexico remains steady. Forecasting volume to remain good for remainder of February and into March. Ad pricing and volume available. Crops out of Baja are down for the next 7-10 days due to cool weather in growing region.



## Lemons

**Conventional:** Packing excellent volume. We have all sizes fancy and and choice 75 thru 200s. Have fruit packed and ready! Demand is slow but should pick up in March.

**Organic:** Packing excellent volume fresh D3 fruit. Have fancy and choice grade peak 115/95s. Steady demand.



## Grapefruit

**Conventional:** Packing fresh D3 Rio's. Have excellent volume 36's and smaller fancy and choice. Demand is fair.

**Organic:** Packing fresh crop Stars. Heavy to fancy peak on 36/40s. Steady demand.



## Navels

**Conventional:** Packing twice a week have good volume on all sizes and grades. **We can cover all foodservice needs (88 through 138s).** Demand is steady.

**Organic:** Packing good volume weekly now. Have both grades peaking on 88s. Good demand but we can cover all orders.



## Limes

**Conventional:** Growers in Veracruz started new fields quality with quality issues. Expecting price to be firm through the end of March.



## Organic Minneola



### **Blueberries**

Product continues to arrive from Chile, Central Mexico and Baja Mexico. Open market pricing is in the \$15 - \$18 range on the 12/6oz pack and \$22 - \$24 on the 12/1 pints. This is up slightly over last week.



### **Blackberries**

Light but steady numbers are still crossing in through Central Mexico. The 12/6oz pack styles are in the \$18 - \$20 range with some shippers quoting higher.



### **Raspberries**

Crossings are still minimal coming into the USA from Central Mexico and Baja. The 12/6oz pack styles are in the \$32 - \$34 range. We are still in demand exceeds supply market.

### **Strawberries**

- Oxnard: an incoming weather front is set to arrive this evening and last into Friday. This storm is expected to bring from 2.5" to 4" over the three-day span. Shippers will be hard pressed to pack the adequate numbers needed to fill all orders out of this area. The residual effects from this storm should linger into mid next week as crews will be moving slower through the fields to maintain product quality specifications. **We expect fill rates and pushes to orders to occur going to the end of the week.**
- Florida: Yields are still down in this area even though the temps are improving. Shippers are reporting the plants are not responding as they normally would due to the lingering impacts of delayed plantings and recent cold temps. Transplants being held for extended periods of time in the cold storage facilities due to the recent Hurricane season are thought to have possibly altered the normal growth.
- Central Mexico: We will see gradually declining numbers coming out of this region as growers move just past peak season.
- Baja: this area should see a slow increase in numbers moving into late February, weather permitting.



### ***Bell Peppers***



### ***Slicer Cucumbers***



### ***Eggplant***

Good supplies on all bell peppers. Prices should start to go up.

HH Bells - good volume on reds. Yellow and orange bells have steady volume but higher prices.

**Organic** green bell peppers out of Mexico are limited.

**Organic** Colored bells currently out of Mexico. Limited on orange and yellow.

Demand on conventional slicer cucumbers have slowed down significantly. Load volume available.

**Organic** slicer cucumbers have average volume out of Guaymas, Mexico. Quality issue due to cooler weather.

#### ***Hot House Cucumbers***

**Organic** hot house cucumbers out of Hermosillo, MX with good volume.

#### ***English Cucumbers***

Heavy volume continues on both conventional and organic English Cucumbers. Quality has been very nice and it's a great time to promote!

Conventional USA crop is extremely limited on both 18ct and 24ct. Supplies out of Central Valley are winding down. Mexico crop is now available out of Sinaloa with good volume.

**Organic** eggplant is available out of Hermosillo Mexico with good volume.



#### **Onions**

Demand is still light. Market is off a little bit on USA whites this week. Few growers are offering some lower prices on Jumbo reds and yellows. Mexico white onions are just fair quality right now.



#### **Persian Cucumbers**

Good supplies continue on both conventional and organic persian cucumbers with product coming from Baja and Central Mexico. Costs have come down from last week.



### **Organic Green Beans**

Good volume available on organic green beans out of Mexico.



### **Organic Soft Squash**

Organic soft squash available out of Guaymas with good volume on zucchini. Still limited on yellow squash.



### **Mini Sweet Peppers**

Organic mini sweet peppers available out of Mexico with good volume.

## **Organic Apples**

Steady volume and quality out of the Northwest on most organic apple varieties. Organic honeycrisp apples remain tight and expensive.

## **Organic Hard Squash**

Organic hard squash is very limited. Spaghetti and Acorn is extremely tight. A little better supplies on butternut.



### **Mango**

Peruvian season is winding down. The peak volumes are over now. Less volume is arriving from Peru. Season should be ending by the last week of February/first week of March. Few Mexican growers are bringing in some Ataulfos now. Very limited though. Hadens will start out of Mexico in early to mid-March.

*Organic:* good quality still coming in from Peru. Mostly 8/9/10ct. Peruvian Organic mango season will go another 2-3 weeks. Then Mexico will start up with some Ataulfos and Red Mangos.



### **Pineapple**

Pineapples remain tight this week and will be short all spring as continuing heavy rains are affecting all harvests. Vessel space is also an issue in Costa Rica. Mexican pineapple is being offered by few at higher FOBs from Texas.

Good supply on *organic* pineapples out of Mexico. Quality is good. Costa Rican pineapple supply remains very short and is not meeting demand in the USA.

## **Mexico Hot Peppers**

- Sonora Mexico - fall crop is basically done. New cuts will harvest in March.
- Sinaloa, Mexico - is harvesting into 3rd and 4th cuts of the winter season.

The most affected chili at the moment is the Serrano pepper due to high volume on the winter crop combined with low sales caused Sinaloa farmers to neglect fields. Less watering and nutrients for the plants created low yields now, causing a demand vs supply scenario.

LA market price is at \$17-22 and climbing! Overall expect all chili to stay high until March when Sonora comes back on the scene.

### **Jicama**

Jicama new crop is available. The new crop is looking better on appearance as the skin continues to cure. We expect to see better quality in the next 15 days, reaching peak appearance by the end of February.



#### ***Organic Creamer Potatoes***

Supplies are tightening - we have red and gold available.



#### ***White Potatoes***

New crop white potatoes are available out of Bakersfield, CA. Florida will start in March. Put these potatoes into your soups and stews, perfect for winter!

### **Russet Potatoes**

**Conventional** russet potatoes are steady. Quality and supplies are good.

**Organic** russet potato we are seeing good demand on all sizes. We have all pack sizes available in paper or poly. Good supply of carton russets too.

### **Red and Gold Potatoes**

**Conventional** red and gold potato demand and quality are very good. Demand for gold potatoes is strong; supplies are moving very fast. Expect to see the market start reacting late February, early March.

Demand for **organic gold** potatoes has been strong, supplies are tightening up daily. **Organic red** potato demand is steady. We will see new crop starting early April. Veg-Fresh does offer these potatoes packed in paper or poly.

### **Sweet Potatoes**

Shipping all varieties of sweet potatoes - conventional and organic.

### **Fingerling Potatoes**

Conventional russian banana fingerlings and tri color mixed fingerlings are available.

Organic fingerlings currently shipping russian, french, purple and medleys.

## Wet Vegetables

**Broccoli Crowns:** plenty of broccoli in available.

**Brussels Sprout:** steady supply.

**Organic** brussels are available out of Mexico. Good quality and volume.

**Green Cabbage & Red Cabbage:** lighter supplies with both green and red. Pricing is steady at elevated levels.

**Cilantro:** USA is available along with Mexico product.

**Leeks:** steady supply.

**Kale:** steady supply.

**Curly & Italian Parsley:** both parsleys are available - USA & MX.

**White & Bicolor corn** - steady supply out of Mexico.



### Veg-Fresh Farms

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