



Retail Market Report

February 5, 2025

Round, Roma and Vine-Ripe Tomatoes

Harvest is peaking on all tomatoes, all varieties. The next 3 weeks are the perfect time for aggressive promotion!

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. FOB costs are mostly in the \$11.95 to \$13.95 range with fair demand.

Tomatoes on the Vine

Conventional

Supplies: Good supplies for the rest of February.

Pricing: FOB pricing is \$6.16 - \$7.00

Demand: Fair to good demand.

Organic

Supplies: Fair to good supplies out of Mexico.

Pricing: FOB costs have come down. We are seeing costs mostly in the \$12.00 to \$14.00 range.

Demand: Fair to good demand.

Beefsteak Tomatoes

Conventional

Supplies: Good supplies out of Mexico. Canada also has come availability.

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

Demand: is fair to good.

Organic

Supplies: Better supplies starting up in Mexico.

Pricing: FOB cost have dropped considerably due to much better availability.

Demand: Fair demand. Not enough movement to support the increase in availability.

Heirloom Tomatoes

Conventional

Harvest out of Central Mexico continues steady. Forecasting steady harvest to continue for the remainder of January and February.

Organic

New crops out of Baja continue to improve. New crops out of Central Mexico are beginning harvest this week. Forecasting good volume for remainder of January and February.



The Power of Partnership: Corona College Heights and Veg-Fresh Farms Drive Citrus Forward

Read full press release [HERE](#)

Lemons



Conventional: Harvest is peaking on all tomatoes, all varieties. The next 3 weeks are the perfect time for aggressive promotion!

Organic: Fruit is clean, heavy to fancy grade very little choice. Starting D2 next week and will get more choice in about 2-3 weeks. Demand is steady to strong.



Grapefruit

Conventional: Packing good volume this week. Feel free to book orders for loading all week. 36 limited. Fair to strong demand.

Organic: Have all sizes with peak on 36/40s, however harvesting for orders so 2-3 days advanced notice is crucial. Steady demand.



Navel

Conventional: Packing excellent volume all week. 88's fancy and choice have strong commitments - need to prebook. Steady demand.

Organic: Supply and demand matching up. We have plenty of fruit but need a few days notice to pack fresh. Strong demand on fancy ctns 72 and larger.

Also packing organic 25# daisy tangerines and conventional seville oranges.

Limes



Conventional: Growers are coming to the end of the fruit harvesting now. Growers in Veracruz, Mexico have started new fields.

Strawberries

Colder weather is still affecting crops in all areas. We are expecting warmer temperatures through the end of this week which should gradually help improve yields out of these areas.

- Santa Maria: conventional strawberries continue to exhibit excellent quality. Sizing large to extra large. Few defects, aside from occasional green shoulders. Organic strawberries are showing comparable quality to the conv with large to extra large sizing. Fields are in good condition. Farms are progressing ahead of schedule. Acreage continues to expand & weekly volumes are steadily increasing. February is anticipated to see robust load volume. **Ample high-quality fruit will be available for Valentine's Day!**
- Florida: Weather has been very cold for this area and will continue through this weekend. There was even snowfall that occurred about 100 miles north of our growing regions! Estimates have been semi-mitigated as upcoming peak volume approaches. Organic strawberry count ranging from 20-22 with some at 24. Pin rot issues vary across ranches, but crews report fewer instances in packed fruit. Plants appear fatigued, with limited green fruit. Harvesting continues in blocks under protective hoops, while blocks without hoop coverage have been halted due to frost damage & cold temps. A rebound in production is expected as daylight hours increase.
- Mexico: Daytime temps have warmed up (80s/90s) with night time temps still low (30s/60s) - causing some concern for green and overripe fruit. No rain in the forecast as of now. Production continues at steady peak. Volume will remain steady through Feb and start decreasing in March. Fruit shows good consistency in color and sheen. Organic strawberries have limited availability.



Blueberries

- Mexico: Current weather is pleasant with highs in the 80s & lows in the 50s. Conv volume is ramping up quickly & expected to increase until we reach peak in March. Steady volume will be available the remainder of the year. Organic production has finished for the season, in which the gap in supply will last until August. Sizing is around 14-16mm for normal packs & 19-24mm for jumbo packs. Quality is excellent.



Blackberries

Mexico: Quality continues to look good. Volume for blackberries is staying steady at a consistent peak through the end of July. Volume will be pulled back for 1 week as growers begin pruning. Organic volume has fallen off as the season is finishing up a bit earlier than expected.



Raspberries

- Peru: has finished for the season.
- Chile: weather continues to be hot this week & warmer temps continue to limit current and future production. Quality remains strong. Currently in the Chilean peak, but due to heatwave estimates have been reduced leading us to only cover contract business. Open market availability is limited.
- Oxnard: Organic blueberry quality continues to look great. Peak volume is estimated to arrive around mid-March.

Mexico: Fruit looks good with strong red color. Sizes are mostly medium with larger berries here and there. While we do see some overripe and crumbled fruit, crews are doing their best to keep them out of the packs. Volume is steady at a consistent peak through the end of April. Organic production is looking great and fruit freshness will be at its best for the rest of the season.



Bell Peppers

Steady to good volume - pending rain this week.

HH Bells - steady to good volume - pending rain this week.

Organic green bell peppers out of Mexico are limited with a 2 week gap. Colored bells continue with good volume out of Mexico.



Slicer Cucumbers

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 out of Mexico and Canada on all english cucumbers. Great promo opportunities for both conventional and organics!



Eggplant

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.

Persian Cucumbers

Supplies are still limited on both conventional and organic persian cucumbers. Costs have improved a bit from last week, but remain high.



Onions

Storage quality remains very good. Demand is moderate and the market hasn't moved much on all colors of onions. USA grown white onions still remain high in price. There are a few Mexican growers with white onions but not much volume crossing yet.

Organic Hard Squash

We are between crops on organic hard squash and product is limited right now. Organic hard squash will be tight for a couple of weeks.



Organic Green Beans

Good volume available on organic green beans out of Mexico.

Organic Soft Squash

Organic soft squash slight slow down in production out of Guaymas on green zucchini. Very 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 are still short.



Mango

Pricing has not moved much this week. Decent demand as quality has been good. Market will be short in February until Mexican mango volumes ramp up.

Organic: good supply and market is steady. Quality on organic kent mango is very good. Mostly 8/9/10ct. Peruvian organic mango season will go another 2-3 weeks.



Pineapple

Pineapples are very short again this week and look to be short for another month or two out of Costa Rica. Very heavy rains over the past few weeks have slowed down the harvest and volume out of Costa Rica. Mexico pineapple is being offered by few at higher FOBs from Texas.

Prices are steady. Demand is very good. Decent supply on organic pineapples out of Mexico. Costa Rican

supply is tight and not meeting demand in the USA.

Mexico Hot Peppers

The harvest from the Sinaloa/Sonora region will be on the 3rd and 4th cuts of plants. We will be seeing mixed quality due to this scenario. We will be moving harvest into a new zone to harvest new 1st and 2nd cuts to keep product fresh.

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.

Mexico Supply

Yellow Caribe - good
Jalapeño - good
Serrano - good
Habanero - good
Anaheim - good
Pasilla - good
Husk - good
Peeled - good
Shishito pepper - short
Red Fresno - good
Green Thai - short



Organic Creamer Potatoes

We are shipping beautiful creamers: red, gold & purple



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.

Organic red potatoes are in good supply with good quality. Organic gold potatoes are very tight, market is going up, we may see a gap as new crop does not start until April. Veg-Fresh offers these potatoes packed in paper or poly.

Sweet Potatoes

Fingerling Potatoes

Shipping all varieties of sweet potatoes - conventional and organic.

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 the coast and desert. Good supply all around.

Brussels Sprouts - steady supply, price increased slightly. **Organic** brussels are available out of Mexico. Good quality and volume.

Green Cabbage & Red Cabbage - higher on both with several shipper falling behind on green cabbage. Red has remained tight with high prices.

Cilantro - USA is limited on local harvest, expecting rain in the next few days. Mexico product is stable.

Leeks - will be limited a few days due to upcoming rain.

Kale - limited but available.

Curly & Italian Parsley - Limited but available.

White & Bicolor corn - steady to good volume - pending rain this week.



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