



# Retail Market Report

March 19, 2025

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## Round, Roma and Vine-Ripe Tomatoes

Outlook: possibly up to three weeks before tomato supplies return to normal levels again.

Florida: currently in a **DEMAND EXCEEDS SUPPLIES.**

Three week harvest gap with too few tomatoes being harvested to supply current demand. Round tomatoes are \$19.35 FOB and roma tomatoes are \$17.35 FOB.

Mexico: the Culiacan/Sinaloa growing region has finished up and cool weather has delayed the Sonora/Obregon harvest region from starting. Coupled with the dire tomato supply picture in the Eastern United States - all Mexican growers are in a demand exceeds supplies situation. Round tomatoes are in the high teens to low \$20s. Roma tomatoes are in the high teens.

## Snacking Tomatoes

Grape tomatoes are very active. Conventional grape tomatoes have jumped up in price. Organic grape tomatoes are 24.00 to 26.00 dollars with heavy demand from the East Coast. Cherry tomatoes seem to have better availability and the market has eased off a bit. Medley tomatoes are steady with not much change from last week.

## Organic Roma Tomatoes

Fair to good supplies out of Mexico. You have old crops finishing up and new crop production starting up. Hopefully we should have steady supplies moving forward. FOB costs are up. Most quotes are in the \$14.95 - \$16.95 range. Expect costs to be higher next week. Demand is fair to good.

## Tomatoes on the Vine

### Conventional

Supplies: Good supplies out of Mexico and the USA. Canada will be starting up in a few weeks.

Pricing: FOB cost out of Mexico is \$6.16 - \$7.00. US quotes are anywhere from \$7.00 - \$10.00 delivered.

Demand: Fair to good demand. We could see demand pick up due to the higher vine-ripe, roma and round market.

### Organic

Supplies: Fair supplies out of Mexico. Light supplies elsewhere.

Pricing: FOB costs are still mostly in the \$10.95 - \$12.95 range.

Demand: Fair to good demand.

## Beefsteak Tomatoes

### Conventional

Supplies: Good supplies out of Mexico and the USA.

Pricing: FOB costs are moving up. Hearing FOB quotes in the \$10.00 - \$12.00 range.

Demand: is picking up. Lighter supplies on 2 layer vine ripe and 25# rounds.

### Organic

Supplies: light to fair supplies out of Mexico. Waiting for new crop updates.

Pricing: FOB costs are mostly in the \$14.95 - \$16.95 range. There are higher prices being quoted.

Demand: Fair to good demand.

## Heirloom Tomatoes

### Conventional

Harvest out of Central Mexico is down. Late winter crops will improve over the course of the next couple of weeks. Harvest is down against existing region.

### Organic

Harvest out of Central Mexico is down. Markets have begun to elevate. Cooler weather in growing region is delaying new region against volume. Crops out of Baja remain in crop transition for another 1-2 weeks.



**Grapefruit**

**Conventional:** Done with Rio's and now packing stars. Strong demand on 36s and larger. **Deals on 48/56s and bags.** Demand is strong on 36s and larger.

**Organic:** Packing fresh crop Stars fruit peaking on 36/40s and fancy grade. Demand: strong need to prebook.



**Navels**

**Conventional:** Steady volume. Fruit size has dropped peak 88/72s. Have run size fancy and choice. Demand is steady.

**Organic:** Packing steady volume weekly. Peak on 72/88s/113. Demand is strong.





### Limes

**Conventional:** Growers in Veracruz started new fields. New field peak sizing 250s, 230s, 200s and 175s. Older field peak sizing 150s and 110s expect quality issue on the larger fruit. Prices will stay firm until mid/end of April.

### Lemons

**Conventional:** Packing fresh D3 fruit. Good demand on large fruit. **Deals on choice all sizes.** Demand is strong on fancy, steady on choice.

**Organic:** We are harvesting good volume and fruit is shipping right out. Demand: strong need to prebook.



### Blueberries

Mexican blueberries are still commanding a premium. Peruvian new crop is just starting to arrive at the ports. West coast production is available in light numbers.



### Blackberries

Limited but steady supplies are still available out of the Central Mexico area. Some product is being delayed due to USDA inspection holds. California will begin in 3-4 weeks.



### Raspberries

Supplies are still limited coming in from Central Mexico and Baja. Demand is moderate while the product is expected to become more available moving into spring.

### Strawberries

- Oxnard/Santa Maria: these areas survived the rain with limited damage to crops. Quick recovery is expected as more moderate weather is forecasted for these areas. Volume will increase.
- Florida: steady supplies are still available out of this area servicing a good amount of moderate East Coast demand.
- Central Mexico: production is slowing down weekly.
- Baja: production is ramping up quickly in this area. Good volume is expected over the next several weeks.



### Bell Peppers

Green bells have high prices going forward. Red bells



### Slicer Cucumbers

Supply is extremely limited. Shippers are currently



### Eggplant

Mexico crop available out of Sinaloa with good volume.

remain steady.

HH Bells - red bells are getting tight. Yellow and orange bells higher prices with steady volume.

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

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

transitioning between growers. New crop is expected to begin in the next week or two, which should help improve availability.

**Organic** slicer cucumbers have average volume out of Guaymas, Mexico.

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

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

### ***English Cucumbers***

Good volume on both conventional and organic English Cucumbers. Costs are still down and it's a great time to promote.

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



### **Onions**

Prices on yellow and red onions haven't changed this week. Demand is good. White onions of the Pacific Northwest area are essentially done. Mexican white onion volumes are picking up, but they still have some slight greening to them. Prices are coming down some.



### **Persian Cucumbers**

Production has slowed a bit in Central Mexico but there are still plenty of Persian cucumbers coming from Baja and Canada. Costs are up slightly and quality is good.



### ***Organic Green Beans***

Limited volume on organic green beans out of Mexico due to growing gap. Should be into new fields by the end of this week.



### ***Organic Soft Squash***

Good volume on organic zucchini and yellow squash.



### ***Mini Sweet Peppers***

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

## Organic Apples

Steady supplies out of the Northwest on most organic apple varieties. Honeycrisp apples remain tight and expensive.

## Organic Hard Squash

Organic hard squash is still limited. Costs are high on all organic squash.



### Mango

Mexican Haden red mangos are still very tight. Prices are very high for this time of year. Ataulfos are coming in good numbers. Mostly bigger sizes available.

*Organic:* Peruvian organic mangos are essentially done. Mexican fruit is very short and very limited to start. We should start seeing some Organic Mexico fruit this weekend.



### Pineapple

Pineapples are still limited but supplies are a little better this week. We hope to have better volumes in mid to late April.

Good supplies on *organic* pineapples out of Mexico. Fruit has greener shell color and lighter internal color. Brix is decent. Organic Costa Rican pineapple still remains very tight and is not meeting demand in the USA.

## Mexico Hot Peppers & Jicama



The hot chili pepper market is active. Quality for the most part is mixed - this is due to the fields in Sinaloa coming to an end on the last harvest of fall/winter. New fields in Sonora are opening up for the Spring Harvest. We are in the midst of a supply vs demand causing a price hike all across.

### Mexico Supply

- Yellow Caribe - limited
- Jalapeño - ok
- Serrano - ok
- Habanero - good
- Anaheim - ok
- Pasilla - ok
- Husk - limited
- Peeled - good
- Shishito pepper - **short**
- Red Fresno - limited
- Green Thai - good
- Jicama - new crop



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

Supplies are tightening. Call your Veg-Fresh sales representative for availability.



### ***White Potatoes***

New crop white potatoes are available out of Bakersfield, CA. Florida has now started! Put these potatoes into your soups and stews, perfect for winter!

### ***Russet Potatoes***

**Conventional** russet potato supplies are steady. Potatoes are coming out of storage until new crop starts in August. Demand is good.

**Organic** russet potato supplies are tightening up on storage. Storage supply will take us through July when new crop starts. Veg-Fresh has all pack sizes available in paper or poly.

### ***Red and Gold Potatoes***

**Conventional** red and gold potatoes: demand for gold potatoes is strong, supplies are moving very fast. Red potato demand is fair, plenty of potatoes available.

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:** are available. Slightly higher prices due to rain from last week.

**Leeks:** are available. We are transitioning from USA to Mexico.

**Brussels Sprout:** steady supply.  
**Organic** brussels are available out of Mexico.

**Kale:** steady supply.

**Curly & Italian Parsley:** Italian parsley is limited as USA product will be gapping for two weeks. Curly parsley will be USA

**Green Cabbage & Red Cabbage:**

green cabbage pricing has come down with steady availability. Red cabbage is on the tighter side, with higher price.

**Cilantro:** USA cilantro has been hit with rain in Oxnard. We will fill with Mexico product.

until we transition in April to Mexico product.

**White & Bicolor corn** - white corn is very tight. Yellow corn has quality issues. Bi-color corn is coming on with volume.



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