



# Retail Market Report

March 5, 2025

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## Round, Roma and Vine-Ripe Tomatoes

Mexico: Tariffs are here. Roma tomatoes will range into the mid to high teens as well as vine-ripe tomatoes. Supplies are adequate. Seeing a wide variation in quality as Sinaloa and Culiacan begin winding down.

Florida: is running a few less tomatoes week over week until they begin to harvest acreage planted for Spring 2025.

## Snacking Tomatoes

Cherry tomatoes are very short right now. Grape tomatoes and medley tomatoes remain supply exceeds demand and prices are still saturated.

## 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. Cost will be up due to the 25% tariffs.

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. Cost will be up due to the 25% tariffs.

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.

### Organic

Supplies: Good supplies starting out of Mexico.

Pricing: FOB cost in the \$12.00 - \$14.00 range. Costs will be going up due to the

Pricing: FOB costs are holding steady at \$8.00 - \$9.00. Costs will be going up due to the 25% tariffs.

25% tariffs.

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

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

### Heirloom Tomatoes

#### Conventional

Harvest out of Central Mexico remains steady. Ideal growing conditions. Forecasting steady harvest to continue through March; barring any unforeseen issues. **Promotional volume available!**

#### Organic

Harvest out of Central Mexico remains steady. Ideal growing conditions. Forecasting volume to remain steady for all of March; barring any unforeseen issues. **Promotional volume available.** Crops out of Baja will be in crop transition until the 2nd to 3rd week of March.

## Weather update for Citrus

Heavy rain forecasted this week through next in ALL citrus growing regions. We will harvest in advance but strongly suggest prebooking.



**Grapefruit**

**Conventional:** Packing fresh D3 Rio's. Have excellent volume all sizes and both grades. Focus on smaller sizes. Demand is strong on 32's and larger.

**Organic:** Packing fresh crop Stars. Clean on inventory but packing few days a week. Demand is strong.



**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 steady volume weekly. Peak on 72/88s. Good demand.



**Limes**

**Conventional:** Growers are continuing to attempt to increase market price on limes as we transition into new crop. Overall volume remains strong; beginning to see a size shift from larger to smaller size. Weather is anticipating to be good, small chance of rain. We most likely won't see harvest interruptions in the coming week. Expect prices to inch up as



**Lemons**

**Conventional:** Packing fresh D3 fruit. Good demand on large fruit. Focus on 140 and smaller and choice grade. Demand is steady.

**Organic:** Packing excellent volume fresh D3 fruit. Have fancy and choice grade peak 115/95s/140. Demand is picking up.

transition takes place and the unknown effects of the tariffs.



### **Blueberries**

Mexican blueberries are still commanding a premium due to the Chilean crop season coming to an end. Baja is now producing moderate numbers coming in through the San Diego/Otay Mesa area. West Coast production is bringing light numbers of organic blueberries into the market with some additional conventional products over the next few weeks.



### **Blackberries**

Good supplies are still available against weak demand coming out of the Central Mexico area.



### **Raspberries**

Supplies are limited coming in from Central Mexico and Baja. Demand is moderate while the product is expected to become more available next week.

### **Strawberries**

- Oxnard/Santa Maria: with the cooler weather and impending rain event on Wednesday and Thursday, these areas will be very short going into the weekend. This will produce a temporary rain market as shippers struggle to cover orders.
- Florida: production remains on the decline out of this area occasionally interrupted by sporadic rain and disease pressure. High-quality offerings are very light. Many shippers are hoping to stay close with their products because of the limited shelf life.
- Central Mexico: Is now well past peak season & numbers will decline steadily out of this area. Some of the smaller ranches have finished because of lower pricing and sporadic quality. We will see only moderate numbers coming from the larger main growing areas moving forward. California shippers will need to continue transferring the full mixed berry lineup until new crop West Coast productions begins in early spring.
- Baja: production is ramping up quickly in this area. Demand pressure caused by the California rains should help the market remain relatively firm out of this area. These rains will reach this area by Thursday causing some harvest delays here as well.



### ***Bell Peppers***

Good supply out of Nogales. Green bells seeing an increase in price this week.

HH Bells - orange/yellow getting a little tighter and higher in price than red bells. Good volume on red bells.

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

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



### ***Slicer Cucumbers***

Supply is extremely limited. Nogales received a limited supply of slicer cucumbers today as some growers in Mexico are keeping product for the local market. Additionally, a few shippers are currently 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.



### ***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.

### ***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!



### ***Onions***

Prices on yellow and red onions out of the Pacific Northwest are coming down some as they try and get out of inventory by spring crop. Demand is pretty good. Very few good quality whites out of the USA remaining. More Mexican white onions are crossing and



### ***Persian Cucumbers***

Steady volume on Persian cucumbers with product coming from Baja, Central Mexico and Canada. Costs are still friendly and it's a good time to promote!

quality is getting better and prices are off on some of the white onions this week. Now that the tariffs are here, prices will be higher next week.



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

Good volume available on organic green beans out of Mexico.



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

Good volume on zucchini. New fields on organic yellow squash will start this week. Still very limited.



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

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

## **Organic Apples**

Supplies are still steady out of the Northwest on most organic apple varieties. Organic honeycrisp apples remain tight and expensive.

## **Organic Hard Squash**

Organic hard squash is still limited. Spaghetti and Acorn is extremely tight. A little better supplies on butternut. Costs are high on all organic squash.



### **Mango**

Mexico red mangos coming from Oaxaca right now, but mostly bigger sizes. Peru season is winding down but there is still fruit in the market. Mexican suppliers are bringing in some Ataulfos now but mostly big sizes as well.

*Organic*: last container from Peru arriving this week. Mostly 8/9ct. Quality is decent. Mexican mangos will be higher priced and limited to start out. Expect higher pricing with tariffs.



### **Pineapple**

Pineapples remain very short this week and will be short all spring as continuing heavy rains are affecting all quality and color. We hope to have better volumes in April. Vessel space is also an issue in Costa Rica. Mexican pineapple is being offered by a few shippers from Texas.

Decent supplies on *organic* pineapples out of Mexico. Quality and brix is good. Organic Costa Rican pineapple supply remains very tight and is not meeting demand in the USA.

## **Mexico Hot Peppers**



Chili peppers will continue to harvest from Mexico and as we all know, the tariffs added 25% cost all across. Overall all supplies are steady and demand could increase as we are officially in lent 2025 from 3/5/25 to 4/17/25.

#### Mexico Supply

- Yellow Caribe - **short**
- Jalapeño - good
- Serrano - good
- Habanero - good
- Anaheim - good
- Pasilla - good
- Husk - good
- Peeled - good
- Shishito pepper - **short**
- Red Fresno - good
- 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:** plenty availability. Starting to see price increase.

**Brussels Sprout:** steady supply. **Organic** brussels are available out of Mexico. Good quality and volume.

**Green Cabbage & Red Cabbage:** starting to see more availability on green cabbage. Red cabbage is on the tighter side. Pricing has come off slightly.

**Cilantro:** USA cilantro has been hit with heavy winds in Oxnard, expected to see damage there. We will fill with Mexico product.

**Leeks:** will tighten up the next couple of weeks due to heat damage in Mexicali. We will transition over to Ojos Negros in Ensenada the next couple of weeks.

**Kale:** steady supply.

**Curly & Italian Parsley:** Italian parsley, USA product will be gapping for two weeks. We will fill with Mexico product. Curly Parsley will be USA until we transition in April to MX product.

**White & Bicolor corn** - steady volume out of Mexico. Quality issues are "hit and miss."



## Veg-Fresh Farms

1400 West Rincon Street, Corona, CA 92878

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