



Retail Market Report

April 9, 2025

Round, Roma and Vine-Ripe Tomatoes

Florida and Mexico are both in peak production with excellent volume and quality on vine-ripened and roma tomatoes. Promotional opportunities for the next 4 weeks in the mid teens.

Snacking Tomatoes

Grape tomatoes - plenty available on both organic and conventional.
Medley - good supplies on both organic and conventional.
Cherry tomatoes are steady as well.

Organic Roma Tomatoes

Fair to good supplies out of Mexico. New production will start up next week. FOB cost is mostly in the \$16.95 range. Cheaper on fair quality product. Good demand on good quality product.

Tomatoes on the Vine

Conventional

Supplies: Fair to good supplies. Mexican production is slowing down. Canada production is gradually increasing.

Pricing: FOB costs are holding mostly in the \$7.00 - \$8.00 range. Eastern Canadian product is being quoted higher.

Demand: Western USA demand is steady. Good Eastern demand on Canadian product.

Organic

Supplies: Fair to good supplies out of Mexico.

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

Demand: Fair to good demand.

Beefsteak Tomatoes

Conventional

Supplies: Fair to good supplies out of Mexico and Canada.

Pricing: FOB costs are mostly in the \$10.00 to \$12.00 range.

Organic

Supplies: light supplies out of Mexico. We should see some new production starting up next week.

Demand: is fair to good.

Pricing: FOB cost is mostly in the \$16.95 - \$18.95 range.

Demand: has been very good.

Heirloom Tomatoes

Conventional

Harvest out of Central Mexico is limited. Spring crops will begin over the course of the next couple of weeks out of Central Mexico. Until then, harvest will remain limited. Markets have elevated.

Organic

Harvest out of Central Mexico is limited. Currently, plantings are producing smaller sizing as well. New crops out of Baja remain in crop transition until week of April 21st. Until then, volume will remain limited. Markets have elevated.



Grapefruit

Conventional: Packing fresh crop star grapefruit. Fruit is running small. Peak size 48/56's. Fruit will continue to size up.

Organic: Packing star rubys. Peaking on 32/36s. Blush and interior color are excellent. We will have excellent volume all summer.



Navels

Conventional: into late varieties fruit is larger. Price and demand are way up on 88's and smaller.

Organic: Winding down on navels. We will start Organic Valencia's early next week.



Lemons

Conventional: Fancy grade moving steady. Promos available on bulk and bag choice. Peak size choice 95/115's.

Organic: Demand exceeds supply. Please prebook orders.



Limes

Conventional: Quality on limes have improved with ideal weather conditions. Smaller fruit 250s/230s/200s should remain best over all value.

Strawberries

- **Oxnard and Santa Maria** - We are currently seeing a short-term warming trend in these areas which is expected to help bring on production for the end of the week. The additional production will be soaked up quickly due to the beginning of the Easter berry pull this week and the next.
- **Baja** - Production is strong, helping to cover some of the additional demand shifting to the West Coast from the ending of the East Coast and Central Mexico production seasons.

- **Salinas and Watsonville** - The season is beginning in a very light way with growers offering small amounts of fruit produced after early season passes through the fields for plant maintenance purposes. This production is expected to become steady in the last week of April or the first week of May depending on the weather.

Blueberries

Mexican blueberries are still commanding a premium. Baja is now producing only moderate supplies of blueberries crossing into the U.S. out of San Diego, CA. West Coast production is bringing light numbers of organic blueberries into the market with additional conventional products to follow in the next few weeks. Peruvian offshore product arriving at the ports is light leaving shippers in a very short position until warmer weather arrives out West which should help with supplies. Florida production is still in the very early stages of the season. Georgia production is still a few weeks out.



Blackberries

Very light supplies are available due to quality issues in the main growing areas of Central Mexico.



Raspberries

Supplies are still limited coming in from Central Mexico and Baja. Demand has tapered off a bit due to the prolonged elevated pricing, but demand is expected to improve for the Easter pull.



Bell Peppers

Green pricing is starting to go up quick. Steady supply. Good volume on reds and yellows. Coachella will start the 3rd week of April.

HH Bells - still steady out of Mexico on all colors.

Organic green bell peppers out of Mexico are limited. Waiting on the new fields to size up. There's currently a high percentage of choice small and medium sizing.

Organic Colored bells currently out of Mexico.



Slicer Cucumbers

Cucumber supply remains limited out of Sinaloa due to recent weather challenges.

However, we are now experiencing slightly improved weather conditions - leading to better availability compared to the previous week.

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

Hot House Cucumbers

Organic hot house cucumbers out of



Eggplant

Mexico crop available out of Sinaloa with good volume.

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

Limited on orange and yellow.

Hermosillo, MX with good volume.

English Cucumbers

Good volume continues on both conventional and organic English Cucumbers. Most production is coming out of Canada. Costs are still low and it's a great time to promote.



Onions

Pacific Northwest yellow and red onion growers are still shipping very good volumes. Market is steady and demand is decent. Mexican white onion volumes are picking up and the market is off. Quality is good and clean with some slight green veining. Texas crop got hit with a lot of rain recently which will affect that entire crop outlook. Imperial valley crop is starting up in 2 weeks.



Persian Cucumbers

Good volume in Mexico and Canada on both organic and conventional Persian Cucumbers. Excellent quality and a good time to promote.



Organic Green Beans

Limited volume on organic green beans out of Mexico due to growing gap. New fields have been delayed as we are starting to see higher percentage of quality issue/lighter color.



Organic Soft Squash

Good volume on organic zucchini and organic yellow squash.



Mini Sweet Peppers

Organic mini sweet peppers volume has tightened up due to production being slow.

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 tight. Organic butternut squash is starting back up with limited volume and costs remain very high.



Mango

Mexican mangos remain very short. Prices are at historical high averages. Volume will start to pickup over the next few weeks.

Organic: Mexican mangos are very short. Prices are high. Quality has been pretty good.



Pineapple

Pineapples will start to get short as Easter approaches. 10% tariffs have increased the price this week. Drier conditions in Costa Rica over the past weeks is helping the supply situation. Mexico volume is pumping right now. Mexican fruit will become a viable option as Costa Rica gets hit with 10% tariff.

Good supplies on *organic* pineapples out of Mexico. Fruit has greener shell color still and has a lighter internal color. Brix is improving. Organic Costa Rican pineapple supplies improving slightly but is not meeting all USA demand.

Mexico Hot Peppers & Jicama

The hot chili pepper market remains active. Quality for the most part is mixed - this is due to the fields in Sinaloa coming to an end. New fields in Sonora are opening up for the Spring Harvest but volume is low and that region only goes up for 3-4 weeks. Heads up on habanero. Sinaloa is completely done and Sonora has low volume. Serrano is active as supplies are low. Keep chili pricing up where you can.

Mexico Supply

- Yellow Caribe - **extremely limited**
- Jalapeño - ok
- Serrano - limited
- Habanero - **extremely limited**
- Anaheim - ok
- Pasilla - ok
- Husk - good
- Peeled - good
- Shishito pepper - **extremely limited**
- 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 also started! Put these potatoes into your soups or BBQ!

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: new crop colored potatoes out of Bakersfield will be starting in 2 weeks. Demand has been very good on the gold potatoes while demand on the red potatoes has been fair.

Organic red and gold - new crop colored potatoes are starting in 1 week. Demand has been very good on both red and gold. Veg-Fresh packs in both paper and 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. Expect to see prices increase over the next few weeks.

Leeks: limited but available.

Kale: finishing up Mexico and transitioning to USA production from June - October.

Brussels Sprout: steady supply.

Organic brussels are available out of Mexico. We are starting to see some issues on quality as the weather warms up.

Green Cabbage & Red Cabbage:

green & red cabbage are available. Pricing may increase over the next week or so.

Cilantro: USA and Mexico product is available. USA product forecasted to continue April - November or until weather allows.

Curly & Italian Parsley: 2 more weeks in Mexico then we transition to USA production May - November or until weather and quality allows.

White & Bicolor corn - Mexico has quality issues. White corn, bicolor out of Brawley is good. Coachella will have white, yellow and bicolor starting 4/12.



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