



Retail Market Report

May 7, 2025

Round, Roma and Vine-Ripe Tomatoes

Florida - the Florida spring tomato crop volume has peaked and there will be a week over week reduction in volume going into the end of May. Markets are up on rounds and romas on lighter supplies. Romas \$17.35 to \$18.35 FOB. Round tomatoes are \$11.35 to \$16.35.

Mexico - Sinaloa and Culiacan are winding down for the season as Baja, CA is just starting to see its first loads of roma and round tomatoes. Big vines are up sharply to \$16-18. 5x5's and smaller are \$12.95 - \$13.95. Best quality romas up sharply to \$16.95 - \$17.95. Heavy color deals at \$14.95.

California - is set to begin tomato summer harvest in 4 weeks, early June.

Snacking Tomatoes

Grape tomatoes are steady. Cherry tomatoes have good demand but light supplies. Organic Medley tomatoes are very short - gapping for a week.

Organic Roma Tomatoes

Fair to good supplies out of Mexico. FOB cost is \$18.95 and could be in the low \$20's next week. Fair to good demand.

Tomatoes on the Vine

Conventional

Supplies: Good supplies out of Canada and the USA. Expect good supplies for all of May and heading into June.

Pricing: Cost is cheap and shippers are trying to move product.

Demand: is fair to good. Now is the time to set up promotions for the rest of May.

Organic

Supplies: Very light supplies out of Mexico and the USA. We are in a transition period out of Mexico.

Pricing: FOB cost is \$16.95 - \$18.95

Demand: Fair to good demand.

Beefsteak Tomatoes

Conventional

Supplies: Good supplies out of all growing areas. Like the TOV's, expect

Organic

Supplies: Light supplies out of Mexico. We will not see new production out of

good supplies through May.

Mexico until late June/early July.

Pricing: FOB cost is \$7.00 - \$9.00. Deals on load volume order.

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

Demand: fair to good demand.

Demand: has been fair to good.

Heirloom Tomatoes

Conventional

Harvest out of Central Mexico remains limited. Forecasting spring crops to improve over the course of the next 7 days. Markets remain strong.

Organic

Harvest out of Central Mexico remains limited. New crops out of Baja will begin against limited harvest going into next week. Forecasting harvest to remain limited out of Central Mexico and Baja until mid-May. Markets remain strong.



Grapefruit

Conventional: Packing fresh crop star grapefruit. Fruit is running small. Peak size 48/56's but have fancy and choice 23's through 56's.

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



Navels

Conventional: Packing daily. Good volume on all sizes. Strong demand on 113/138's.

Organic: Done for the season - thank you for your support.



Limes

Conventional: We are currently extremely limited on the large sizes due to lack of rain these past several months. The cost for limes in general is expensive now. New crop with smaller sizes 250/230ct. Since cost is high now, the growers are taking advantage and harvesting the smaller sizes and not holding harvest.

Costs may remain high. Weather conditions (lack of rain) is the reason for the large sizes being scarce.



Lemons

Conventional: Demand is up along with exports. Best value is choice 95/115's but we have a run of size.

Organic: Strong demand on fancy 115's and larger. Market will increase; steady now through early summer.

Strawberries

- **Santa Maria-** Good production is expected out of this area as well as temperatures begin to improve mid-week with no rain in the immediate future. The quality has been good.
- **Oxnard** - Production yields continue to drop in this area as growers move past peak season and have been sending some older plantings to the processors.
- **Salinas/Watsonville** - We will continue to see good production levels on the new crop fruit coming from both areas. Cooler than normal weather held back production last week causing a firming up of the markets. Temperatures are expected to improve, helping to increase yields later in the week. Quality is very good right now, with larger full colored fruit being offered.

Blueberries

Product is still very light coming out of Central Mexico. Georgia production is ramping up this week. The Central California Coast is producing limited numbers of blueberries currently, but we are expecting better numbers over the next few weeks as the weather warms moving into late spring. There have been Mexican transfer delays on products being reported at the West Coast DCs.



Blackberries

Significant West Coast California production will not begin until early June. Availability is increasing out of Mexico in the short term.



Raspberries

Crossings are still light coming in from Central Mexico and Baja. Significant West Coast California production will not begin until early June.



Slicer Cucumbers

Market has been active, particularly on plain cucumbers. Sinaloa is expected to continue production for another 10 days with a transition into Baja anticipated in early June.

Organic slicer cucumbers have good volume out of Mexico.

English Cucumbers



Onions

Only yellow onions and very few reds still shipping from the Pacific Northwest growing areas. Many growers are done on all 3 colors. Prices moving up just slightly this week. Imperial Valley onions are going on mostly yellow and reds, some whites. Central California onions are also starting up with some reds and yellows. Mexico white onions are still crossing in decent numbers. Quality is varying.

Lots of volume on both conventional and organic English cucumbers. Excellent time to promote!



Bell Peppers

Coachella bells are seeing good quality. Price is higher. Mexico is now winding down.

Organic Green bells - very tight and high price.

HH Bells - Mexico quality is weakening; Canada is looking good.

Organic HH Bells - Canada coming on as Mexico season is ending.



Persian Cucumbers

Heavy volume continues from Mexico and Canada on both organic and conventional Persian Cucumbers. Expect good volume through May. Costs are low and the quality is excellent. Great time to promote.



Eggplant

Due to ongoing water issues, fields are not yielding as expected. Supplies are specifically limited on 18ct and 24ct sizes, leading to tighter availability.

Organic eggplant has steady volume on 18ct and 24ct.



Mini Sweet Peppers

Organic mini sweet peppers have good volume and quality out of Mexico. Coachella, California has just started.



Organic Hard Squash

Volume is improving on organic butternut squash. Pricing is still high overall on all organic squash.

Organic Apples

Steady storage supplies out of the Northwest on most Organic Apple varieties. Imported organic apples should start in about 2 weeks.

Organic Soft Squash

Good volume on organic yellow squash.

Organic Green Beans

Mexico limited volume due to growing gap. New fields have been delayed starting to see higher percentage of quality issue, lighter color.



Mango

Volume is finally picking up on Tommy Atkin mangos out of Mexico and prices are coming off on the smaller fruit. Deals on 12ct mangos right now. Quality is very good with good color.

Organic: Mexican mangos are in better supply situation. Prices are steady again this week. Quality is very good.



Pineapple

Pineapples are again short this week as there have been some vessel arrival delayed. The 10% Tariffs added by US Government have increased the Costa Rican pineapple prices for foreseeable future. Mexico supply is decent. Demand is good. Quality is decent. Mexican fruit shell color is lighter though.

Good supplies on all *organic* pineapples out of Mexico. Costa Rican fruit still remains short. Fruit has a greener shell color but internal is good. Market remains steady.

Mexico Hot Peppers

The hot chili pepper market remains active. New fields in Hermosillo, Sonora are opening 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. Small supply from Baja. Production will increase from La Paz and the market will stabilize, anticipating within the next 10 days. Tomatillo mostly from Sonora and Mexicali with good quality.

Chili supplies all around should level on supply and availability in the next 10-15 days as other regions in Mexico begin to harvest.



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. Quality is nice.

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 white potatoes and gold potatoes started out of Bakersfield. Red potatoes will start soon. Demand has been very good on the gold potatoes. Demand has been fair on red potatoes.

Organic red and gold - we are shipping new crop red and gold potatoes out of California's Imperial Valley. 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: steady supply seeing higher prices out of Salinas.

Brussels Sprout: Limited, not enough production for the demand.

Organic brussels - out of Mexico. Starting to see some issues on quality as weather warms up in Mexico. Starting to get limited.

Green Cabbage & Red Cabbage: steady supplies on the coast with easy pricing on the green. Mixed pricing on red.

Cilantro: starting to see more supply.

Leeks: good supply.

Kale: limited at the moment.

Curly & Italian Parsley: steady supply on curly parsley. Italian is slightly higher with lighter supply.

White & Bicolor corn - steady pricing on white and bi-color corn. Yellow corn is higher.

Asparagus - supplies remain good from Southern Baja, Washington and California. Demand is steady. Market should decrease over the next few

weeks with several different regions
going at once.



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