

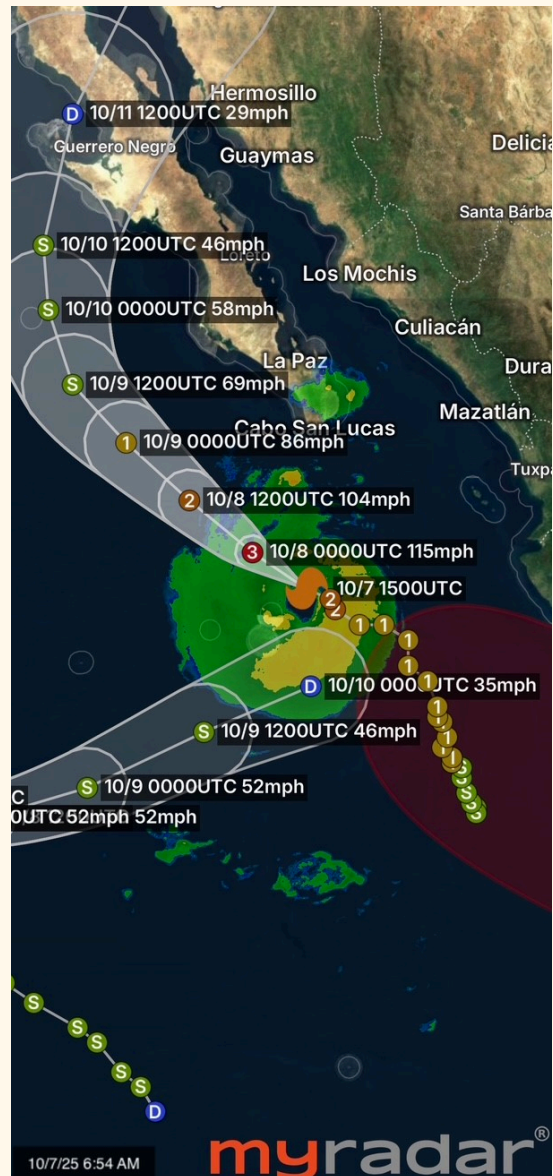


Retail Market Report

October 8, 2025

Weather Update

A system off the coast of Baja California could disrupt tomato supplies from this region for several days next week. October, November and December are months that keeping an eye on weather impacting tomato supplies is imperative.



Round, Roma and Vine-Ripe Tomatoes

Markets in California, Tennessee and Mexico are in the mid to high teens for the best quality tomatoes.

Snacking Tomatoes

Conventional grape tomatoes are very plentiful right now. Organic grape tomatoes are somewhat short right now but we have good supply. Medley tomatoes are in good supply and slow demand. Cherry tomatoes are a little on the snug side right now.

Organic Roma Tomatoes

Fair to good supplies. Possible rain in Baja could affect future production. FOB costs are mostly in the low \$20s. Fair to good demand on organic roma tomatoes.

Tomatoes on the Vine

Conventional

Supplies: Good production out of Mexico. Canada production is winding down. We will see a 2-3 week bump out of Canada from late October to November.

Pricing: Costs out of Mexico are \$6.00 - \$7.00 FOB.

Demand: has been very light on TOVs.

Organic

Supplies: Good supplies out of Mexico. We should see supplies lighten up in November.

Pricing: is holding mostly in the mid teens.

Demand: Fair to good demand.

Beefsteak Tomatoes

Conventional

Supplies: Good supplies continue on beefsteak tomatoes, especially out of Mexico.

Pricing: FOB cost is mostly in the \$8.00 - \$9.00 range.

Demand: light to fair demand will continue through October unless we have weather issues.

Organic

Supplies: fair to good supplies out of Mexico.

Pricing: FOB costs holding in the mid-teens.

Demand: Light to fair demand.

Heirloom Tomatoes

Conventional

Winter plantings out of San Diego will be starting soon against limited harvest. Markets are in the mid- \$20s FOB. That time of year - cooler temperatures and shorter days are contributing to less harvest as well. Origin of Mexico will not begin until December. Markets have elevated.

Organic

Harvest out of California is cleaning up. Volume is down and markets have elevated. Harvest out of Mexico is limited as well.

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Melons

Steady supplies on organic cantaloupes and mini watermelons out of Brentwood, CA.
Finished up on organic honeydews and full size seedless.



Grapefruit

Conventional: Limited availability on summer Marsh. Start fresh crop Rio's early November.

Organic: Started fresh crop D3 Rio's. However, fruit is small. Peak 48/56s. Offering 10/4s.



Oranges

Conventional: Valencia's - done for the season. Thank you for your support. Start fresh crop navels late next month.

Organic: Done for the season. Thank you all for your support. Start Navels in late October.



Limes

Conventional: Starting to see improvement on quality. Seeing smaller percentage of lighter color fruit, thinner skin and spotting. New fields crop started, peak size will be smaller sizing 230s/200s. Larger fruit 110s/150s/175s will still be old crop.

Sweet Limes: Start packing week of 10/13 on organic sweet limes. Peak on med/large.

Pack again Monday, 10/13 on conventional sweet limes. Fruit peaking on large then jumbo.



Lemons

Conventional: also harvesting fresh D3 crop. Peak 115/140 then 95s.

Organic: Harvesting fresh D3 crop. Pack week of 10/13 should peak on 140/115s.

Strawberries

Santa Maria - This area is well past peak season. Recent weather conditions have caused several days of stripping damaged fruit from the fields, further reducing yields. Production will steadily decline in this area moving forward. To further complicate matters, cooler temperatures are slowing down the maturation process as growers

wait for the fruit to color up. This will help quality, but it is hindering yields as growers are having to skip a day in normal harvest rotations while the fruit matures.

Oxnard - This area is starting to ramp up but, it will not be able to fully compensate for the increased demand we are seeing shifting from the waning Salinas, Watsonville, and Santa Maria areas.

Salinas/Watsonville - Production is nearly at an end, with most shippers leaving the area or **concentrating on new bed preparations rather than fresh market production.**

Central Mexico - We are seeing some small volume beginning to cross into the U.S. through Texas. Production should begin to slowly increase, moving into mid-November.

Markets - Demand exceeds supply. We are seeing a sharply elevated two-tiered market in the \$20.00 to \$22.00 range in Santa Maria and Salinas/Watsonville, and in the \$24 to \$26.50 range in Oxnard.

Blueberries

Limited Peruvian imports are still predominant in the market. Availability should improve next week with more stable container offloads. Mexico is just beginning to cross small quantities of product through the McAllen, Texas area to help bolster supplies. These numbers are expected to increase slowly over the next few weeks, reaching significant levels of production in late October or early November.

Markets - Firm pricing will stay in effect for this week in the \$27.50 to \$30.50 range on the 12/6-ounce pack, while the 12/1 pints are in the \$45.50 to \$48.50 range.



Blackberries

Supplies are still steady, coming out of California and Mexico. Recent rains in Mexico have caused markets to firm up slightly.

Markets - Moderate demand and steady volume are keeping pricing in the \$14.50- \$20.50 range.



Raspberries

We will continue to see steady volume for the next several weeks as we move into late October for this item. The product is currently coming from California, Central Mexico, and Baja.

Markets - Moderate demand and steady volume are keeping pricing low in the \$14.50 - \$22.50 range.



Organic Mini Sweet Peppers



Persian Cucumbers

Steady supplies out of Baja and Canada. Organic



Eggplant

Currently out of Mexico, Baja. Out of California we are also seeing good sizing, color, quality and volume.

Persian Cucumbers are still limited. Costs have stabilized and quality is good.

Supplies remain steady on both 18ct and 24ct eggplant. Good quality from both California (Selma region) and Mexico.

Organic Apples

Good volume and quality out of the Northwest. Excellent time to promote!

Soft Squash

The market on Italian fancy squash is starting to tighten up. Santa Maria is winding down and Mexico is still a couple of weeks away from going into full production. A few shippers have started but volumes remain very limited.

Organic Hard Squash

Steady volume continues on all varieties out of Central California. Great time to promote!

Organic Soft Squash

California has tightened up on zucchini. Rain last week caused issues, price is heading upward.



Mango

Brazilian mango has started out West but are very high priced. Ecuador mangos will be starting in late October/early November.

Organic: Only organic California Keitt mango available in large sizes 4-6 ct. Season will go for another 2 weeks or so. Excellent internal color and eating quality. Green skin with good internal orange color. Peaking on size 4/5s. Ecuador mangos starts up in early November.

Jicama

Good supply storage crop until December from Nayarit, Mexico.



Pineapple

More fruit available in the market this week. Prices have come some again this week. Costa Rican fruit will remain tight for another month or so. Lots of varying quality on the market. Prices are off slightly.

Mexico Hot Peppers

Forecast through fall months is that chili peppers will climb on cost until December.

Growing regions

- Mexico
 - Baja: low production - Hurricane Priscilla alert
 - Zacatecas/Chihuahua: tomatillo good supply
- USA
 - Santa Maria, CA & Fresno, CA: local growers will harvest through October and into November if weather permits.

Active peppers this week

- Jalapeño - with Mexico's low production and rain damage from previous weeks in Baja, supply is low and demand is high. Prices will climb through the fall season.
- USA chili peppers will flow October into November, however there is not great volume available.
- Chihuahua Mexico - tomatillos remain stable on cost and quality.

Sweet Potatoes

Shipping all varieties of sweet potatoes - conventional and organic.

White Potatoes

White potatoes have good supplies available. Demand and market is steady.

Russet Potatoes

Conventional: market is steady, plenty of russet potatoes available. Quality is very good.

Organic: Quality on organic russet potatoes is excellent, supply is good. Veg Fresh has all pack sizes available in paper or poly.

Red and Gold Potatoes

Conventional: All areas are shipping red and gold potatoes. We are seeing very nice quality and demand has been good.

Organic - Potatoes are coming out of most growing regions in the Pacific Northwest, quality and demand are good. Veg-Fresh packs in both paper and poly!

Asparagus

Peru: expect to see more Peru product coming into the USA. Peak season October through December.

San Vicente/Colonet (Northern Baja): Good quality - limited supplies.

Central Mexico: Done for the season.

Constitucion (Southern Baja): some supply gaps from closing fields to opening new fields expected for the next two weeks. Expect high prices through the end of October.



Slicer Cucumbers

Market on slicer cucumbers remains steady this week. Baja is expecting rain over the weekend, which may cause prices to firm up slightly in the coming days.

Organic Slicers - good volume, price is maintained. Deals to be made.

English Cucumbers

Good supplies continue out of Mexico and Canada on both conventional and organic English cucumbers.



Onions

California onions are pretty much done except for a few smaller growers remaining. Market is steady on red and yellow onions. Quality is excellent. The white onion market is moving up slightly as Mexico is looking for big exports.

Bell Peppers

Colored Bells: Seeing good volume in green. Red & yellow bells look better with price coming down.

HH Bells - Seeing good volume from Mexico.

Organic Green bells - steady volume out of California. Price starting upward.

Organic HH Color Bells - Mexico has steady volume, but pricing is rising.

Wet Vegetables

White, yellow and Bi-color corn: steady on white & bi-color corn, with some worm damage. Yellow corn is limited with worm damage. Should start seeing supply out of the desert and Mexico.

Broccoli Crowns: high prices everywhere with California shippers

Green & Red Cabbage: high prices on green cabbage due to insect pressure and low yields. Red cabbage has steady availability, no insect pressure.

Cilantro: limited but available. Previous light rain affected crops.

Onion Leeks: limited but available

struggling with quality (worm damage).

Brussels Sprout: still battling insect issues, strong demand with limited availability.

Organic Brussels: Available out of Mexico. Continue to see quality and insect pressure from summer heat in all growing areas.

Kale: good supply on green and black kale.

Curly & Italian Parsley: Supply is steady.



Veg-Fresh Farms

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