

{{ time\_now|date:"January 2, 2006" }}



# MARKET REPORT

## TOMATOES

**Florida:** cold weather and rain this week has reduced Florida's tomato harvest volumes to a trickle. Markets have spiked to the high teens on both roma and round tomatoes for the best quality.

**Mexico:** cool weather in all the Mexican growing regions has delayed harvest on not just tomatoes, but MANY related vegetable items grown in Mexico at this time. With Florida not having a normal harvest week and Canada being short on tomatoes, the USA and Canada have steered demand into Mexico; causing demand to outpace supplies.



**Snacking tomato:** both organic as well as conventional grape tomatoes are starting to become less supply and better demand. Cherry tomatoes are becoming short as well; with prices rising sharply. Conventional and organic medley tomatoes are by far the shortest item of all. We expect this trend on the medley's to continue for at least another month.

## LETTUCE

**Green Leaf:** quality and weights are good. Pricing has come down.

**Romaine:** quality is good but weights are a little light.

**Cabbage:** red, green & napa cabbage continue to be in good supply. Quality is looking very nice.

**Iceberg:** lettuce market has stabilized. Quality is good. Product is available and supply looks to be on budget.

## BERRIES

**Strawberries:** the market is strengthening out of all growing regions with an increase in demand; coming from both the foodservice and retail sectors.

- Oxnard- Fields are slowly coming back online after the recent rain events. Yields are still low, and crews are being forced to move slowly during the packing process.
- Santa Maria- This area, like all of California, is recovering slowly from the recent rains. Crews are working slowly to keep the water-related issues out of the cartons being packed.
- Baja MX- The rains reached this area as well over the last few weeks, creating some of the same issues that are plaguing the California growers. Yields are low, and crossings are light.
- Central Mexico- Good volume has been reported over the last few weeks. We expect to see continued steady crossings, but the uptick in demand should help keep markets firmer than they have been in the last few weeks.
- Florida-Production has been cut back due to colder than normal temperatures. Some shippers are seeing yields drop by up to 40 to 50 percent.

### Blueberries

- The Peruvian season has ended. Chile, Central Mexico, and California are the existing growing regions. California is producing now, but numbers are light and we will not see any significant increase until early February.
- After a brief transition gap from Peru to Chile, markets have settled down. We are still experiencing some off-loading delays at the ports on the early Chilean arrivals.

**Blackberries** - There are no real changes on this item, with steady production coming out of Central Mexico and Baja. Low demand and steady production have caused the markets to remain flat.

**Raspberries** - After a short gap in production, we are beginning to see some additional fruit arriving from Central Mexico and Baja.



## AVOCADO

Avocados are in good supply as Mexico continues to harvest. Smaller sizes are more prevalent resulting in a disparity between the larger and smaller fruit.

## VEGGIES

**Cilantro:** higher pricing, some quality issues due to the weather. Past rains and now heavy winds have affected crops.

**Green & Black Kale:** good supply

**Onion Leeks:** available, quality has improved.

**Italian & Curly Parsley:** steady pricing and availability. Product available from the coast and the desert.

**Brussels:** very high prices with short supplies. Going to be short until new crops get started. Mexico growers still do not have supply.

**Green & Red Cabbage:** steady with mixed pricing; seeing firm availability.

**Corn:** all corn available out of Nogales! We are seeing more supply and quality is improving.

**Broccoli Crowns:** wide range in pricing and quality; light supplies for the week.

**Jicama:** new crop good supply out of Morelos, Mexico.



**Onions:** good storage volumes and good quality on red and yellow onions. Yellow onion market is moving up slightly this week. Very limited supply on good quality white onions right now. Market is very high right now. Quality is varying with some slight greening and some water staining present. Mexico is scratching on white onions so we could see some in the next week or two.

## POTATOES

**Russet:** very good supplies on all russet potatoes. Market remains cheap still. Demand is off slightly.

**Red & Gold:** all areas are shipping red and gold potatoes. Market remains steady. Quality is very good.

**White:** decent supplies are available. Demand is fair and market steady.

**Chipping:** we are shipping chipper potatoes daily!



## CITRUS

**Lemon:** packing steady volume. Fruit is peaking large (75-115). Few 140s and 165/200s are very limited. Market is better on large sizes.

**Grapefruit:** increasing California harvest and have steady volume. Peak mid to large sizes.

**Navels:** conventional navels are extra-large. 88s and smaller are very limited. 72s have strong demand. Lots of 36s through 48s.

**Limes:** volume limited for 2-3 weeks in January. Prices continue to rise. Shipments have been significantly limited due to rainy weather in Mexico and compounded by back to back holidays. Currently, transitioning to the new crop which will consist toward smaller sized fruit. We are seeing increased oil spotting on the smaller sizes due to immature rinds. Expecting market prices to continue to be high into January. February/March tend to be difficult times for limes from Mexico.

## BELL PEPPERS

**Bell Peppers:** steady volume on all. Green bells are getting tighter and price is rising.

**HH Bells:** good volume from Mexico. Prices on all HH are coming down.

## CHILI PEPPERS

Current growing regions: Sinaloa & Sonora, Mexico

Good supply from both regions on all chili peppers and tomatillo.

- Jalapeño - good supply
- Serrano - good supply
- Anaheim - good supply
- Caribe - good supply
- Red Fresno - supply is improving
- Habanero - good supply
- Pasilla - good supply
- Thai chili - **limited supply**
- Shishito - **limited supply**
- Tomatillo - good supply



### Veg-Fresh Farms

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