

{{ time_now|date:"January 2, 2006" }}



MARKET REPORT

TOMATOES

Florida: demand exceeds supplies. The weather is pacing between the high 30's to high 50's to low 60's this week. This Sunday and Monday it is predicted to be 29 to 31 degrees which will cause a hard freeze in the growing regions. All tomatoes are in the mid to high \$20's.

Mexico: has experienced wet and cold weather over the past four weeks which has dramatically reduced current yields. With the cold weather in Florida severely impacting supplies there, tremendous demand is being placed on Mexico to pick up the slack as they struggle to meet demand. Canada produces little to nothing this time of year. Prices have shot up to \$10.00 - \$15.00 across the board on all tomato varieties and sizes over the past 7 days. Foodservice and retail supply contract triggers are in process of being implemented.



Snacking tomato: organic and conventional grape tomatoes are extremely short this week and then with the freezing temps about to hit Florida this weekend, that could push it up even higher. Medley tomatoes on both organic and conventional are extremely short as well. Cherry tomatoes are following suit with pricing in the mid to low 20s as demand exceeds supply as well.

LETTUCE

Green Leaf: quality and weights are good.

Romaine: quality is good. We may see some mud on butts due to light ice and rain. Pricing remains normalized.

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

Iceberg: the lettuce market has gone up in price as availability and quality are getting harder to find. Growers are reporting fields 2-4 weeks ahead of schedule. This has started to create supply gaps. Market is up and potentially will remain up through the end of the Yuma season.

BERRIES

Strawberries: we are currently on the front end of the Valentine's Day pull period which will last into late next week.

- Oxnard - fall crop plantings are rapidly declining. Spring's new crop fruit is slowly coming online to help bridge the gap. Supplies will remain tight until warmer temperatures begin to increase production. Forecasted weather looks favorable for the next 10 days with no rain and slightly higher temperatures predicted.
- Santa Maria - new crop fruit is coming along nicely. A gradual increase in yields is expected moving into next week.
- Baja MX - both organic and conventional fruit are expected to ramp up moving into next week. Crossings are becoming more regular with clear weather in the short term forecasts.
- Central Mexico - production is on a gradual decline out of this area as we move past peak production which occurred in early January.
- Florida - growers are still being hampered by extreme cold temperatures. Growers are running water to help protect the plants from freeze damage. More cold temperatures are forecasted going into the weekend. Yields are down. Order fulfillment is limited in this area, resulting in a demand shift to California and Texas.

Blueberries: products are still coming from Chile, Central Mexico, Baja, and California. Demand is strong.

Blackberries: there are still no real changes on this item, with steady production coming out of Central Mexico and Baja.

Raspberries: we are seeing better numbers coming out of Central Mexico and Baja. Some shippers are experiencing a short flush of product coming out of Central Mexico.



AVOCADO

Avocados have been in good supply as Mexico continues to harvest but things seem to be tightening up as we get closer to the big game. Smaller sizes are more prevalent resulting in a disparity between the larger and smaller fruit. Quality remains excellent. Expect a settling of pricing and volume post super bowl.

VEGGIES

Cilantro: limited supply this week as cold weather has affected the harvest schedule.

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.

Broccoli Crowns: continue to stay tight through this week in Yuma, AZ. Limited in Santa Maria and Oxnard, CA due to the cold weather. Seeing some Mexico supply.

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

Brussels: currently seeing high prices with most shippers while quality is just okay. Mexico growers are starting to come into better numbers.

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.

Onions: good storage volumes and good quality on red and yellow onions. Market is steady on yellows and reds. Very limited supply on good quality white onions right now. Market is very high. Quality is varying with some slight greening and some water staining present. Some Mexican white onions are crossing but product has some light greening and aren't very clean overall.



POTATOES

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

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 weekly volume. Fruit is peaking large (75-115). Few 140s, 165/200s are very limited. Market is better on large sizes.

Grapefruit: heavy volume on fresh California Rio's. Peak on 23/27's fancy but have 18's through 64's.

Navels: fruit is also extra-large. Peak at 56/72s.

Limes: the lime market is showing signs of weakness: pricing beginning to trend lower and quality starting to improve. Demand for lime has fallen off as the market settles into the new year. The supply out of Mexico remains steady. The East coast and South Florida started offshore arrivals from Colombia and Peruvian limes. Pricing could continue to adjust in response to supply and demand through the end of January. Sizing peaking 230/250 smaller fruit.

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 starting to go up.

CHILI PEPPERS

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

Current growing regions: Sinaloa &
Sonora, Mexico

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

The recent rain in Sinaloa and Sonora
have put a pause on production as
workers could not harvest. This has
caused a slight gap on available volume. If
weather remains clear, then we will see
some stability heading into week 6.



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