

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



## 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.

**Organic Heirlooms:** harvest out of Mexico is down. Most recent cooler weather with additional rain forecasted for the weekend has abruptly interrupted harvest and volume. Markets are stronger in comparison to past weeks.

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**TOV's:** very limited supplies in all producing areas. Shorter days and a lack of sunlight has hampered production out of Mexico. Hoping thins improve in the next 7-10 days. Quoted FOB market is ranging anywhere from \$21.00 - \$26.00. High demand on limited supplies.

**Organic TOV's:** same as the conventional TOVs. Very limited supplies for the next couple of weeks. FOB cost is in the low-mid \$20s. Demand is a little better; but nothing like the conventional market.

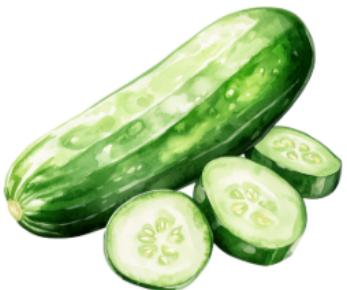
**Beefsteak:** light to fair supplies out of Mexico. Just like the TOVs, short days and limited sunlight is hampering production. FOB costs are mostly in the \$18.00 - \$21.00 range. Good demand but not the same as TOVs.

**Organic Beefsteak:** light to fair supplies out of Mexico. FOB costs are like everything else. Low to mid \$20s. Demand has been fair to good.

**Organic Roma:** rain and cool weather a couple of weeks ago hampered production. Next week weather is supposed to stabilize. Hopefully this will increase production and increase availability. FOB costs are currently in the high teens. We could see that increase into the low \$20s next week. Movement has picked up due to lighter supplies being available.

**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.

## CUCUMBERS



**Persian:** market remains very short on both conventional and organic persian cucumbers due to cold weather in the growing areas. Costs are extremely high and will likely stay this way through February.

**English:** currently extremely short and costs are high. Market conditions are due to bad weather in the growing areas in Canada and Mexico.

**Organic Slicer:** very limited. Supplies coming out of Mexico with high prices.

## SQUASH & YAMS

**Organic Hard Squash:** volume has slowed due to rain in Mexico. There is product in the fields, but the wet ground has made it difficult to harvest.

**Organic Soft Squash:** zucchini is very tight. Price is steady for the next 7 days.

**Yams:** the quality and supply remain steady on conventional and organic yams.

## FRUIT

**Organic Apples:** steady volume continues out of the Northwest. Honeycrisp apples are tight and market is high.

**Mango:** Peruvian mangos market is higher and short as due to a strike in Peru. Quality has been good.

**Organic Mango:** Peruvian organic kent mangos are very tight as their overall crop volume is way off in Peru and quality has been varying.

**Pineapple:** market is very tight this week on Costa Rican pineapples as there is a late vessel arrival and less volume coming from Costa Rica. Very little fruit crossing from Mexico right now.

**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.

## VEGGIES

**Organic Eggplant:** steady volume out of Mexico with pricing going up.

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

**Green & Black Kale:** good supply

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

**Organic Brussels:** are currently out of Mexicali, Mexico. We are expecting limited volume due to last weekends' rain.

**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.



**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.

**Organic Onions:** quality & supply remain steady. Ad opportunities available.

## ASPARAGUS

**Peru:** season ending as Mexico is ramping up supply with new crop.

**Mexico:** new crop in Mexicali, San Luis and Cabo San Lucas have started with additional blocks currently burning fern. Expect better supplies each week with promotional opportunities for February/March.

## POTATOES

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

**Organic Russet:** quality and supply remain steady out of the North West. Ad opportunities available.

**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.

## 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.

**Organic Lemon:** we are shipping all California fruit now. Strong demand with limited volume. Can cover orders just need to pre-book.

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

**Organic Navels:** good volume on 72's and larger. Peak 48's.

**Limes:** the lime market is showing signs of weakness: pricing beginning to trend lower and quality starting to improve. Demand for

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

**Organic Grapefruit:** peaking on 23/27's then 32/36's. Small fruit limited due to bag demand.

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



**Organic Green:** Mexico has steady volume; price is climbing back up.



**Organic HH Color:** Mexico has good volume; price is steady.



**Bell Peppers:** steady volume on all. Green bells are getting tighter on medium and choice. Also seeing a rise on reds and yellows.

**HH Bells:** steady volume from Mexico. Prices on all HH are starting to go up.

**Organic Mini Sweet Peppers:** good volume from Mexico.

## CHILI PEPPERS

Current growing regions: Sinaloa & Sonora, Mexico

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

The recent rain this past weekend 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.

- 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**

# Veg-Fresh Farms

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