

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



MARKET REPORT

TOMATOES

Outlook: anticipate erratic tomato supplies and elevated pricing on tomatoes for much of March and all of April until the Spring tomato crops come back into production in May.

Roma tomatoes: roma tomato supplies will remain tight over the next 10 weeks after last week's freeze/frost event in Florida. Many various vegetable categories are impacted. There will be salvage harvest for the next few weeks then supplies will drop off for the months of March and April. Damage assessment is ongoing. North of Immokalee and Ruskin Palmetto is where damage is the worst. Expect return to normal supplies in early May.

Round tomatoes: the round tomato crops that froze in Florida will be replanted to be harvested in May. Until then, for the next 4-5 weeks there will be salvage level supplies from what plants survived last week's freeze.

Mexico: extremely wet weather during the growing cycle has impacted Mexican vegetable crops across the board. Disease caused by wet weather presents as drastically reduced pack out yields, which in turn affects cost.



Snacking tomato: not much change from last week to this week on the snacking front. Grape tomatoes are starting to be a little more available in both Florida and Mexico. All other snacking tomatoes are still extremely short.

LETTUCE

Green Leaf: quality and weights are good.

Romaine: quality is good however, weights are light. Pricing is starting to go up with good demand.

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

Iceberg: lettuce market continues to be elevated. Pricing has triggered. Availability and quality are getting harder to find. Growers are in fields that were affected by rain; they are doing their best to pack a good box but weights are light.



BERRIES

Strawberries: we are in the last days of the Valentine's Day berry pull period. Overall demand will begin to diminish moving into the weekend. Markets remain firm.

- Santa Maria/Oxnard - these areas will also continue to receive rain up to Thursday. Rain totals will be light which most forecasts predicting .75" to 1.00" over the three-day period. Growers will be packing heavy today trying to stay ahead of the weather. There is another sizable front which will move into the area on Monday 2/16 which is drawing more concern from the growers because of the more intense nature of the forecasts, some calling for 1.00" per day over a 2-to-3-day period.
- Baja MX - this area will see increasing production over the next several weeks. Rain in this area will not happen this week. The second storm next Monday could dip low enough to affect this area in a minor way.
- Central Mexico - there are lighter quantities of product crossing into the U.S. through McAllen and Laredo, Texas. Central Mexico is currently on a declining production curve as we move into March.
- Florida - we are seeing the slow process of recovery beginning in this area after the multiple hard freeze events from last week. Quality and quantities have taken a big hit. Only very small amount of production is coming out of this area.

Blueberries: most shippers are reporting lower numbers out of Central Mexico, Chile and California. Off-shore fruit is coming in sparsely to the ports. Mexican production is being hindered by cold weather and California is just scratching the surface of their Central Valley season. We expect this category to remain light with firm markets as we move into March.

Blackberries: prices have been firming up on this item as demand for product has been on the rise for the Valentine's Day holiday.

Raspberries: Baja and Central Mexico production continues to be steady for the Valentine's Day pull period.



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 but available.

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: good supply on the coast and out of Mexico. Desert shippers are still short. Pricing is all over the place.

Jicama: new crop good supply out of La Paz, Mexico.



Brussels: wide range in pricing with more supply entering the market. Quality is all over the place.

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

Corn: out of Florida is having issues/freezing which has led to a major pull in demand of Mexican corn. Pricing has increased significantly.

Onions: good volumes on storage red and yellow onions from the Pacific Northwest area. Very limited supply on good quality white onions right now. Quality on Mexican white onions are getting better; they cut clean but are still showing some slight greening. Market remains high. Nevada has good white onions, but they are very expensive.

POTATOES

Russet: very good supplies on all russet potatoes. Market remains low still.

Red & Gold: red potatoes are moving up in price as the quality has been fair out of Idaho.

White: demand is fair and market steady. Quality is decent out of Washington.



Chipping: Veg Fresh is shipping chipper potatoes daily!

CITRUS

Rain will affect harvest and packing through next week on citrus.

Lemon: conventional supply is good. Fancy available and choice 75 - 140's. Should tighten up due to limited harvest.

Grapefruit: peaking on 23's through 40's. Small are limited.

Navels: excellent volume on fancy grade 56's through 88's.

Limes: Mexican lime costs are increasing as yields on #1 grade fruit decline. There is lower pricing fruit with quality issues and limited shelf life. Expecting prices to continue to rise over the next week. New production cycle started peak sizing toward the smaller sizes (250s/230s).

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

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 - **limited supply**
- Habanero - good supply
- Pasilla - good supply
- Thai chili - **limited supply**
- Shishito - **limited supply**
- Tomatillo - **limited supply**



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