

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



## TOMATOES

**Outlook:** anticipate seeing **Act of God** notifications due to the freeze going out as prices have almost doubled the norm already.

**Mexico:** drastically reduced crop yields due to extremely wet weather during the growing cycle have Mexican supplies at 50/60% of normal with (now) additional demand pressure due to Florida being badly hurt. Markets in the mid to high \$20's on romas with vine-ripe rounds following close behind.

**Florida:** frozen fields have reduced Florida tomato harvest volume to 10-20% of normal with some fields/growers completely devastated. The balance of February through March and April there will be fewer supplies, elevated pricing and some unavoidable quality defects associated with the weather event the crop went through. Tomatoes (romas/rounds) are projected high \$20's to low/mid \$30's.





**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

**California Weather** remains volatile this week with rains effecting all of California and as far south as Baja. We should see better weather by next week however we will need a round of clean up to avoid issues.

**Strawberries:** market conditions are in a state of flux as growers try and find workable pricing following the Valentine's Day Holiday. There are several factors involved, making appropriate market pricing difficult. Here's an update on the various growing regions and their specific challenges.

- Santa Maria/Oxnard - these areas are receiving rain over the next several days. Some estimates call for total precipitation to reach 3" to 4". Growers packed over this weekend to help fill orders on the front end of the week. The storm will last through Thursday. Another rain front is scheduled to arrive this coming weekend, leaving very little time for Growers to enter fields to strip and clean ranches as needed. We expect harvest disruptions accompanied by loss of yields during this timeframe.
- Baja MX - this area will see increasing production over the next several weeks. The current rain front is also reaching down into this region, affecting this area in a minor way.
- Central Mexico - is currently on a seasonal declining production curve as we move into March. Fewer loads are making it into the U.S through the McAllen, Texas area. Quality has become an issue with some growers due to plant disease and colder weather.
- Florida - we are seeing a marked increase in supplies coming from this area. This rebound in production comes at a time when demand is tapering after the recent Holiday. Growers are offering lower pricing to help stimulate movement.

**Blueberries:** most shippers are reporting lower numbers out of Central Mexico, Chile and California. Central Mexico is cold, as is California. The Chilean product is lean. We will see these conditions last through the end of February.

**Blackberries:** Prices have been increasing due to colder weather affecting yields negatively on this item

**Raspberries:** Baja, and CMEC production is much lighter for most shippers, this is causing markets to react higher.



## AVOCADO

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

## VEGGIES

**Cilantro:** seeing cilantro easy up a bit this week however, that may change with expected rains.

**Green & Black Kale:** good supply

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

**Brussels:** better availability with pricing slowly coming down.

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

**Corn:** high prices on all three: white, yellow and bi-color. Expecting a 10-day gap starting

**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.

next week.

**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

**Several inches of rain in citrus growing regions along with more storms in forecast will limit harvest through the week.**

**Lemon:** steady demand and supply. Availability tightening up due to rain.

**Grapefruit:** packing Star Ruby's through July. Good availability on 23's through 56's.

**Navel:** limited until can harvest again. Have some 56-88s available to ship.

**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). East Coast is receiving offshore arrivals from Colombian and Peruvian fruit.

## SQUASH

**Italian:** supplies are tight due to cool cloudy weather in Northern Mexico and lighter volume out of Southern growing areas. Freeze damage in Florida have also reduced East Coast supply increasing demand out of Nogales and McAllen. As a result, market is up.

**Yellow:** squash plants are finished in Guaymas and growers will begin harvesting in Hermosillo this weekend. Current supplies are limited to non-existent. We expect supplies to remain short through most of next week, with some relief toward the end of the week as production picks up.

## BELL PEPPERS

**Bell Peppers:** limited volume on green and red bells. Price on green is going up quick. Red is very tight with higher prices.

**HH Bells:** steady volume from Mexico. Price on HH is steady. All colors are available.

## 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 - **limited supply**
- Red Fresno - **limited supply**
- Habanero - good supply
- Pasilla - good supply
- Thai chili - **limited supply**
- Shishito - **extremely limited supply**
- Tomatillo - good supply



### Veg-Fresh Farms

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