

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



# MARKET REPORT

## TOMATOES

**Outlook:** a perfect storm of freeze devastation in Florida, crop disease in Mexico and a narco-war impacting worker availability and transportation. The above severe issues (all of which cannot be anticipated nor controlled) will have tomato supplies under pressure for the next 5 to 6 weeks. Anticipate "market pricing" until the supply situation improved. An Act of God is very likely this week.

**Mexico:** the Mexican tomato roma crop was already reduced to 40-50% yields due to plant virus pressure. Now on top of that, civil unrest has many shippers instructing workers to stay home until it is safe to come back to work. Certain areas of Mexico have road closures and trucks that have been confiscated.

**Florida:** the Florida tomato growing areas have been devastated by the freeze event 3 weeks ago. This region will not cover until late March - mid April. Demand exceeds supplies at the moment.



**Snacking tomato:** cherry tomatoes are **EXTREMELY** short this week. Grape tomatoes both organic and conventional still have good supplies. Medley tomatoes have had a good uptick in volume and supply is back to normal.

## LETTUCE

**Green Leaf:** quality and weights are good.

**Romaine:** quality is good however, weights are light. Pricing is steady but in the mid to high \$20s FOB.

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

**Iceberg:** lettuce market is coming down but still elevated. Pricing remains triggered. Growers are in fields that were affected by rain and are doing their best to pack a good box. Weights seem to be improved. Expect the market to yo-yo until the end of the Yuma season.

## BERRIES

**Strawberries:** market conditions are sluggish. Many shippers do not anticipate any retail activity until next week. A good portion of the East Coast has been hit by record-breaking weather; impeding foot traffic to stores and restaurants in that area.

- Santa Maria/Oxnard - these areas are cleaning up nicely after last week's rain. The fruit is looking nice, and yields are expected to increase as we move into the weekend. Ideal conditions are projected for next week, which will help to increase production.
- Baja MX - this area will see increasing production over the next several weeks due to ideal growing conditions.
- Central Mexico - is currently on a seasonal declining production curve as we move into March. Some disease pressure in the fields is being reported. This will only serve to decrease yields, especially this late in the season.
- Florida - we are amid another cold snap in this area. Daytime temperatures are in the mid-60s with overnight temperatures reaching as low as 36 degrees through Wednesday. Temperatures will then increase to daytime highs in the upper 70s. Overnight lows will reach the mid-60s, spurring increased production moving into next week.

**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 on this item. Cartel activity in Mexico has caused some disruption within the supply chain. These events are delaying transfers to all DCs, further shortening supplies.

**Raspberries:** Baja and Central Mexico production is much lighter for most shippers which is causing markets to react higher. As is the case with the blackberries, Cartel disruptions are affecting supplies negatively.



## AVOCADO

Mexico's harvest is now tapering off following heavy shipments through the winter; transitioning to domestic California production starting in March. The shift from abundant Mexican avocados to more scarce California fruit is anticipated to result in tighter overall supplies. We expect the market to take a small lift as demand stays steady.

## VEGGIES

**Cilantro:** USA production stopped due to rain and high winds over the week; but you are seeing an increase in Mexico supply.

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

**Green & Black Kale:** steady supply

**Onion Leeks:** available and good supply.

**Italian & Curly Parsley:** both are in good production stages. USA starts new fields next week as early as it becomes dry and Mexico continues to pack good volume as well; steady supply on both.

**Broccoli Crowns:** overall mostly steady prices.

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

**Green & Red Cabbage:** steady price on green with fewer deals and red mostly steady price.

**Corn:** high prices on all three: white, yellow and bi-color. Not a lot of volume available.

**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

**Lemon:** steady demand and supply. D1 fruit projected to size up due to rain.

**Grapefruit:** packing good volume on all Star Ruby's. Have all sizes 23's through 64's.

**Navels:** harvesting all gibbed Washington navels. Will have good run of size. Can offer ad and promos March - May.

### Limes:

The lime market continues to rise rapidly. Costs in Mexico are rising as yields decline due to colder seasonal temperatures. Cold Temperature in January caused fruit drop in the groves, which is impacting production yields. The yield will remain through March and into April.

At this time harvesting and packing operation are continuing as scheduled. However, transportation has been impacted. Grower / Shipper are uncertain regarding outbound trucks and the timing of product crossing into the US. Expect potential loading and crossing delays over the next several days.

## SLICER CUCUMBERS

**Slicer:** Sonora is past its peak and production is steadily declining. We have about a month left, but plants are tired and yields are lighter. Additional growers are starting, however volume will be limited. Florida freeze and pest/disease pressure in Sinaloa have tightened supply overall. With multiple regions facing challenges at the same time, over all availability is tighter than typical for this point in the season.

As of this morning, cucumbers are non-existent in Nogales.

## SQUASH

**Yellow:** remains extremely limited to non-existent. The market is elevated and firm.

## BELL PEPPERS

**Bell Peppers:** limited volume on large and extra large green and red bells (all sizes). Price on green bells is going up quick. Red bells are 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 - extremely limited supply
- Red Fresno - limited supply
- Habanero - good supply
- Pasilla - good supply
- Thai chili - extremely limited supply
- Shishito - extremely limited supply
- Tomatillo - good supply



### Veg-Fresh Farms

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