

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



MARKET REPORT

TOMATOES

Florida: growers continue to assess what two straight days of sub-freezing temperatures have done to the tomato crop. Initial assessments are 3-4 weeks of salvage harvest on mature plants. The plantings for March and most of April were devastated. More to follow on this. Markets continue in the mid \$20s what few are available.

Mexico: more tomatoes are coming to the border now. However, there is a wide mixed bag of quality. The best tomatoes are in the high teens. The tomatoes that have "deals on" are heavy color, small sizes, number 2's or number 1's with many issues.



Snacking tomato: organic and conventional grape tomatoes are extremely short this week. Cold weather in Florida has caused a massive gap in supply and increase in prices. Medley costs have also increased. Cherry tomatoes remain very short as well. Market is in the low to mid 20s.

All snacking tomatoes remain in very short supply.

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: the lettuce market has continued to rise and pricing has triggered. Availability and quality are getting harder to find. Growers are in fields that were affected by rain; doing their best to pack a good box. Weights are light. Potential for a higher-than-normal market through the end of the Yuma season.

BERRIES

Strawberries: the Valentine's Day pull is in full swing, which will last into mid next week. Quality is very strong across all locations in the West. Here are some current updates by growing locations:

- Oxnard - fall crop plantings are winding down. The spring new crop fruit is beginning to come online. Supplies will remain light while growers wait for the projected warmer temperatures to begin to increase production. As stated last week, forecasted weather looks favorable for the next 7 to 8 days. There is a chance of a minor rain event next week on 2/10/2026 with a cooling trend to follow.
- Santa Maria - new crop product is increasing daily against good demand.
- Baja MX - both organic and conventional fruit are ramping up, moving into the end of this week. Crossings are stable with clear weather in the short-term forecasts.
- Central Mexico - production is on a steady decline out of this area as we move past peak production. Growers are battling cooler-than-normal temperatures combined with reports of several crop diseases, which are further reducing yields.
- Florida - this area has been hammered by extremely cold temperatures. Growers have been running water to help protect the plants from freeze damage. After a brief warming trend, colder temperatures are forecasted going into the weekend. Yields are nearly nonexistent, resulting in a demand shift to California, Texas, and Baja. This situation will exist over the next 7 to 10 days.

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

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

Raspberries: steady numbers are coming out of Central Mexico and Baja.



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

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

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.

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: conventional supply is good on 140's and larger fancy. Choice we have 165's and larger.

Grapefruit: we are packing 23's through 64's. Peak volume 23's through 40's.

Navels: excellent volume on fancy grade 56's through 113's.

Limes: pricing is beginning to stabilize and quality starting to improve. We are still seeing limited shelf life. Demand for limes have 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. Sizing peaking on 230/250 and 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

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



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