

{{ 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.





Organic Heirlooms: harvest out of Mexico remains steady vs plentiful. Forecasting steady harvest through most of February, barring any unforeseen weather. Markets are up slightly.

Heirlooms: harvest out of Mexico is steady. Forecasting harvest to remain steady for most of February, barring any unforeseen weather. Markets are up slightly.



TOV's: good supplies out of Mexico and Canada. FOB markets have dropped down into the \$10 range. Lighter demand is causing costs to come down.

Organic TOV's: good supplies out of Mexico and the USA. FOB costs have come down to \$12.00 - \$14.00. Lighter demand.

Beefsteak: good supplies out of Canada and Mexico. FOB cost is mostly in the \$12.00 - \$14.00 range. Fair to good demand. We could see demand pick up due to increased pricing on vine ripe tomatoes.

Organic Beefsteak: fair to good supplies out of Mexico. FOB cost is mostly in the mid to high teens. Demand has been fair to good.

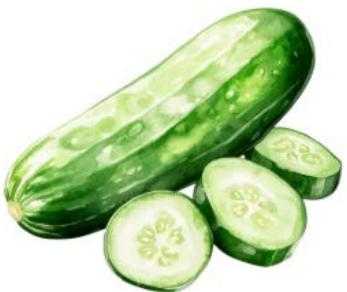
Organic Roma: short supplies due to quality issues from previous weather earlier in the year. FOB costs are heading up into the \$26.95 - \$28.95 range and could go higher next week. We are currently in a demand exceeds availability situation.

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.

CUCUMBERS



Persian: are still short and costs are high. Cold, wet weather are causing these tough conditions. Conditions will likely stay this way for a couple more weeks.

English: cucumbers are following the same pattern as the Persian cucumbers. Bad weather is really slowing down production with limited product coming from Canada and Mexico.

Organic Slicer: very limited. Supplies coming out of Mexico with prices going up.

SQUASH & YAMS

Organic Hard Squash: new fields of organic spaghetti have started up with better quality. Costs are still high. Costs remain high on all organic squash.

Organic Soft Squash: zucchini is very tight. Prices have climbed up into the 40s. [Call for availability](#).

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

FRUIT

Organic Apples: volume is steady out of the Northwest. Costs seem to be inching up on most varieties. Honeycrisp apples will remain tight with high costs.

Mango: Peruvian mango market remains higher than typical years. Quality in the fields have been varying. Some Mexico Ataulfos have started up in a small way. Volume will pick up later this month.

Organic Mango: the Peruvian organic kent mango market is steady but remains higher than normal due to a shorter crop.

Pineapple: market and supply is steady this week on Costa Rican pineapples. Lower volumes have been reported out of Mexico.

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 CDEX production is much lighter for most shippers, this is causing markets to react higher.

Weather:

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.

VEGGIES

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

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

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: better availability with pricing slowly coming down.

Organic Brussels: are currently out of Mexicali, Mexico with volume and availability starting to improve. Also starting to see an increase in quality issues.

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 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.

Asparagus: new crop from Mexicali, San Luis and Caborca, Mexico harvesting daily with additional blocks coming into production. Demand exceeds supply with Valentine's ads in place. Most volume going to contracts/ads causing open market supply low with high prices.

Caborca region through April is down 20-30% this year.

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



POTATOES

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

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

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! We have a 10/5# Fresh Fries chipper bag available.

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.

Organic Lemon: packing steady volume with fruit running larger (63/75s).

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

Organic Grapefruit: peaking on 23/27's then 32's. Can promote large bulk and pack bags with notice.

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

Organic Navels: can offer special buys on 36/40/48s. Need to pre-book smaller sizes.

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.

BELL PEPPERS



Organic Green: Mexico has steady volume; prices are holding.



Organic HH Color: Mexico has limited volume; prices are high.
Call for availability.



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. Prices on HH are steady. All colors are available.

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.

- 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

1400 West Rincon Street, Corona, CA 92878

This email was sent to {{ contact.EMAIL }}

You've received it because you've subscribed to our newsletter.

[Unsubscribe](#)

