

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



MARKET REPORT

TOMATOES

Mexico: There is **WIDE VARIATION** in quality. The best quality romas remain high. The best quality rounds are trending higher. Cheaper prices being battling around are on smaller, less desirable sizes and “barely in condition” fruit.

Florida: This week and next week will be the 2 lightest volume tomato harvest weeks in Florida. Demand is “fair” on light supplies. Quality is excellent.



Snacking tomato: Grape tomatoes are up with a little better demand. Medley market is very active with short supply; pricing is high. Cherry tomatoes are in very few supply; market is still red hot.

LETTUCE

Green Leaf: Quality and weights are good.

Romaine: Quality is good however, weights are light. Pricing is slightly lower.

Green & Red Cabbage: Mostly steady; with St. Patrick’s Day kicking in we are seeing higher demand.

Iceberg: lettuce market has come down. Pricing continues to fluctuate week to week, until transition occurs. Transition to CA lettuce could happen at the end of this month/early April. Weights seem to be improved. We are seeing slight bug pressure at the tail end of Yuma.

BERRIES

Strawberries: Availability is good across all growing regions. West coast quality is excellent. Sizing is good in the 18 to 22 count range per clamshell. Florida fruit remains hit and miss, with some lots arriving fine while others have reacted to the recent freeze event adversely and are showing problems.

- Santa Maria/Oxnard - Ideal weather conditions are forecasted over the next two weeks, supporting good yields and high quality. We will see increased yields in these areas moving into next week.
- Baja MX - This area will again see increased production over the next several weeks due to ideal growing conditions.
- Central Mexico - CEMEX is nearly complete as production in the U.S. ramps up. The need for late crop transferred fruit is over. Most of what is left will be kept for the domestic national market.
- Florida - We will see steady production continue in the area as temperatures remain in the low to mid-80s through next week. Quality has been variable as varieties have reacted differently to the various cold fronts we recently experienced.

Blueberries: Most shippers are still reporting low numbers out of CEMEX, Chile, and California. CEMEX is cold; it is still a little early for California to ramp up. The Chilean product is very short as they finish up that season. We should see better availability on the West Coast in the last week of March, depending on the weather.

Blackberries: CEMEX is on their seasonal decline. The transferred product is light. California will begin in mid to late April.

Raspberries: CEMEX production is much lighter for most shippers, which is causing markets to remain elevated.



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

Eggplant out of Nogales is limited, keeping the market firm. Demand remains steady.

Cilantro: Market steady; most of the volume comes out of Baja, MX with a smaller percent coming out of local US production until the first week of April.

Green & Black Kale: Steady supply.

Onion Leeks: MX good volume.

Brussels: Steady, with the long supplies starting to clean up.

Corn: High prices on all 3 still - white, yellow & bicolor.

Onions: Some of the Northwest shippers are winding down on some of their varieties. Not a lot of good white onions left up North, but yellows and reds are still going for another month or so before the desert onion deal starts up. Mexican White

Italian & Curly Parsley: Steady supply on both MX and US; all looks smooth for the next 6-8 weeks.

Broccoli Crowns: Steady price in all areas.

Jicama: New crop good supply - La Paz MX.

Onions are still showing some greening and not a ton of volume crossing. Market has come off a bit. NV still has good white onions, but they are still very expensive.

POTATOES

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

Red & Gold: Red potatoes are steady on demand and price as the quality has been just fair out of Idaho.

White: Limited supply. Quality is decent of Washington.

Chipping: Veg Fresh is shipping chipper potatoes daily! Shipping all varieties of conventional sweet potatoes. We have a 10/5# "Fresh Fries" Chipper bag available.



CITRUS

Lemon: Conventional steady demand and supply. Large fancy is tight.

Grapefruit: Packing Star Rubys have excellent volume 23s thru 56s.

Navels: Conventional packing good volume. Run of size both grades with peak on 72s.

Limes: The lime market continues to rise rapidly and is now at levels not seen in the past 5+ years. Costs in Mexico are rising as yields decline due to colder seasonal temperatures. Cold temperatures in January caused fruit drop in the groves, which is impacting production yields. Off shore relief, primarily from Colombia and Peru, report production is also experiencing lighter yields. Expect the lime market to remain extremely tight with pricing elevated through March and into April.

Pricing and volume remain highly volatile and could change daily pending availability. Growers are beginning to cut and/or pro rate inbound by 50-60%.

SLICER CUCUMBERS

Slicer: Supply on slicer cucumbers out of Nogales remains extremely limited to non-existent. Production in Sonora is past its peak, with plants declining and yields getting lighter. Demand continues to exceed supply. Market is expected to remain elevated through April.

SQUASH

Yellow Squash: Supplies on yellow squash out of Nogales remain limited to light as production transitions through growing region In Mexico. Cooler weather has slowed down harvesting, tightening overall availability.

BELL PEPPERS

Bell Peppers: Limited volume on Green Bells. Price on Green is still going up. Please call for availability.

HH Bells: Steady volume from Mexico. Price on HH is increasing,

CHILI PEPPERS

Current growing regions: Sinaloa & Sonora, Mexico.

Limited supply from both regions on all chili peppers and tomatillo.

- Jalapeño - Limited supply
- Serrano - Limited supply
- Anaheim - Good supply
- Caribe - Extremely limited supply
- Red Fresno - Limited supply
- Habanero - Limited supply
- Pasilla - Good supply
- Thai chili - Extremely limited supply
- Shishito - Extremely limited supply
- Tomatillo - Extremely limited supply



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