

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



MARKET REPORT

TOMATOES

Mexico: demand exceeds supplies on all tomato categories, now including grape tomatoes. Markets are in the mid to high \$30s on short supplies. Looking to recover back to normal supplies mid to late April.

Florida: is in a virtual no supply situation this week and next on fresh tomatoes. The plants that will begin to recover from the freeze are 3 to 4 weeks away from normal supplies again. Markets in the high \$30s.



Snacking tomato: market on all snacking tomatoes is way up and on-existent.

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.

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: we currently have 6 districts producing simultaneously.

- Santa Maria/Oxnard - Ideal growing conditions with warmer temperatures have stimulated production in both areas. Quality is strong.
- Salinas/Watsonville - we are already seeing light production coming out of this area. Some shippers are reporting that they are 4 to 6 weeks ahead of schedule in this area due to heavy winter rain saturation followed by ideal growing conditions.
- Baja MX - good volume is expected to continue crossing into the U.S through the Otay Mesa and San Diego areas.
- Central Mexico - this area is finished for the season.
- Florida - some growers are still very active in this area, while others are seeing lighter numbers due to crop loss resulting from the recent frost events in February. We should see some shippers begin to pull out of this area due to quality issues and late plant cycles. This will occur over the next several days

Blueberries: this item remains somewhat short in supply as Central Mexico and South America are declining past peak season. Florida crops were hurt badly by winter freezes. Some estimates of crop loss are as high as 80%. California harvests are underway and will be increasing slightly week over week.

Blackberries: Central Mexico production is past peak volume, reducing availability. This situation should improve moving into late March and early April.

Raspberries: Central Mexico production is past peak and availability is extremely limited. Delayed transfers and cartel activities continue to adversely affect numbers. We will be in demand exceeds-supply-situation through the end of March.



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: 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: limited, but some available from Mexico. Gapping locally for 12 days.

Onion Leeks: Mexico good volume.

Brussels: steady volume still and looking good with availability for Easter pull.

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

Onions: some of the Northwest shippers are winding down on some of their varieties. Nevada is winding down in about 3 weeks. The desert deal should start in a month. Not a lot of good white onions left up North, but yellow and reds are still going for another

Italian & Curly Parsley: steady supply on both Mexico and USA.

Broccoli Crowns: mostly steady prices, desert supplies are a bit light as everyone shifts to Salinas/the coast.

Jicama: New crop good supply - La Paz MX.

month or so before the desert onion deal starts up. Mexican white onions are still showing some slight greening. Market has come off a bit. Nevada still has good white onions, but they are still very expensive. Some Mexico red, yellow and white onions are crossing through Texas.

POTATOES

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

Red & Gold: good supplies and quality out of California now.

White: call for availability.

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. Fruit peaking on large sizes. Smaller fruit market is stronger. Best value is large choice.

Grapefruit: packing conventional Star Ruby's have excellent volume 23's through 56's. Great internal color and blush.

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

Limes: the lime market currently still remains elevated. The crop has now transitioned into the new production cycle. Higher percentage is smaller fruit, 60-70% small sizing 250, 230, and 200s. Large fruit and small fruit will remain scarce. Market direction will be dictated by demand (with \$70 plus expect demand to slow)

Offshore fruit out of Colombia have also declined. Recent rainfall both in Colombia and Peru has impacted quality, increase oil spotting and skin breakdown.

We will continue to keep updated as conditions change appreciate everyone's understanding and patience as we navigate this challenging market.

BELL PEPPERS

Bell Peppers: very limited volume on Green Bells and Red. Price on Green is going up quick. Red is very tight with higher prices.

HH Bells: Steady volume from Mexico. Price on HH is going up on all colors.

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 - Limited supply
- Caribe - Extremely limited supply
- Red Fresno - Limited supply
- Habanero - Limited supply
- Pasilla - Limited supply
- Thai chili - Extremely limited supply
- Shishito - Extremely limited supply
- Tomatillo - Extremely limited 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](#)

