

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



MARKET REPORT

TOMATOES

Mexico: demand exceeds inadequate supplies. Drastically reduced crop yields from blight and virus damage to current crops. All shippers are Act of God on supply contracts. Markets in the mid to high \$40s for best quality. Lower price point offerings are unusable.

Florida: all tomato growers continue in an Act of God supply and pricing mode. Little to nothing being harvested or packed. Orders going heavily pro-rated or unfilled altogether. Looking to begin recovering in about 3 weeks from now. Markets in the high \$40s to mid \$50s.



Snacking tomato: market on all snacking tomatoes is very high and keeps increasing. Currently in **Act of God** for all snacking tomatoes.

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:

- Santa Maria/Oxnard - growers are packing slowly to keep heat-damaged fruit from entering the pack-out. Reports are that crews are packing for processing and culling about 30 to 40 percent of the overall production. Yields will take several more days to recover from the high temperatures we received last week. Recovery will be a slow but steady process. Fruit sizing, in some cases, will increase to 26 to 28 berries per clamshell. This smaller sizing will further reduce carton counts for the shippers.
- Salinas/Watsonville - we are seeing the same type of heat-related issues in this area as well. Plants in the Watsonville area fared slightly better than those in Salinas and South County.
- Baja MX - volume is light crossing into the USA. This area was also negatively affected by last week's heat.
- Florida - the season is nearly over in this area. Quality issues are becoming more pronounced.

Blueberries: this item remains in short in supply as Central Mexico and South America are declining past peak season. Florida is producing lighter-than-normal numbers due to the recent freezes it experienced last month. 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 early April.

Raspberries: Central Mexico production is past peak and availability is extremely limited. We will be in a 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. 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: price is slightly higher.

Green & Black Kale: steady supply

Onion Leeks: steady prices and good volume.

Italian & Curly Parsley: steady on the curly, slightly higher price on the Italian.

Broccoli Crowns: steady prices with good supplies in Salinas and Santa Maria, CA.

Brussels: slightly firmer quotes as more demand enters the market for Easter pull.

Corn: High prices on all 3 still - white, yellow & bicolor. California shippers are starting up in the desert.

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

Jicama: New crop good supply - La Paz MX.

yellow and reds are still going for another 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. Price is starting to climb.

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

Navel: Conventional packing good volume. Demand is strong on 56's and smaller now. Look for pricing to increase next week.

Valencia: conventional valencia oranges will start next week. Small sizes will be very strong for foodservice business.

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)

Also, with current situations with the middle east fuel cost has been rising and with the already limited availability of truck drivers the cost from McAllen to California is \$5 additional cost per case.

Offshore fruit out of Colombia have also declined. Recent rainfall both in Colombia and Peru have impacted quality, increasing oil spotting and skin breakdown. We will continue to update as conditions change.

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 - Extremely Limited supply
- Caribe - Extremely limited supply
- Red Fresno - Extremely Limited
- Habanero - Extremely Limited
- Pasilla - Extremely Limited
- Thai chili - limited supply
- Shishito - Extremely limited supply
- Tomatillo - Extremely limited supply



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