

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



MARKET REPORT

TOMATOES

Mexico: The new Sonora/Oregon region has just begin producing Roma and Round tomatoes finally. The addition of this new area will take the edge off of what has been too few supplies to cover demand the past 14 days. Markets remain elevated.

Florida: Florida continues to run less volume of tomatoes week over week due to the aftereffects of the freeze event. Markets are high for what little product is available.



Snacking tomato: Grape tomatoes are up with a little better demand. Medleys have better volume, but less demand. 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 in the low \$20s FOB.

Cabbage: red, green & napa cabbage continue to be in good supply. Quality is looking very nice.

Iceberg: lettuce market has come down. Pricing up and down expect it to fluctuate week to week, until transition occurs. Transition to CA lettuce could happen as soon as the next two weeks. 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

Cilantro: Market steady and good supply.

Green & Black Kale: Steady price; expect a gap on supply for 10-12 days.

Onion Leeks: US and MX steady supply.

Italian & Curly Parsley: Steady price on US and MX. Smooth transition to local expected by end of April.

Brussels: Easy pricing and solid availability this week as shippers continue pushing.

Green & Red Cabbage: Steady on both; with St. Patrick's Day kicking in we should see pricing rise a bit.

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

Onions: Some of the PNW shippers are winding down on some of varieties. Not a lot

Broccoli Crowns: Still good supply on the coast and out of MX; price mostly steady.

Jicama: New crop, good supply.

of good white onions left, but yellows and reds are still going strong. Volume and quality on Mexican white onions is getting slightly better. They cut clean but are still showing some slight greening. Market remains high. NV still has good white onions, but they are very expensive

POTATOES

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

Red & Gold: Red potatoes are moving up in price as the quality has been 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: Steady demand and supply. Large fancy is tight.

Grapefruit: Packing good volume on all Star Rubys. Have all sizes 23s thru 64s.

Navels: We start harvesting gibbed Washington navels week of 3/9. Will have good run of size. Can offer ad and promos March thru May.

Limes: The lime market continues to rise rapidly. 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. The yield will remain through March and into April.

At this time harvesting and packing operations are continuing as scheduled. However, transportation has been impacted. Grower/Shippers are uncertain regarding outbound trucks and the timing of product crossing into the US. Expect potential loading and crossing delays over the next several days.

SLICER CUCUMBERS

Slicer:

Market keeps rising, similar situation as the tomatoes! Product is still extremely limited to non-existent on all sizes. Shippers are saying they did not receive any product in Nogales today.

SQUASH

Yellow: Remains limited and tighter than normal as squash production transitions between regions. Expect day to day availability and active pricing until production stabilizes and volumes increase.

BELL PEPPERS

Bell Peppers: Limited volume on Green Bells & 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 steady, all colors are available.

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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