

{{ time\_now|date:"January 2, 2006" }}



# MARKET REPORT

## TOMATOES

**Roma:** Mexico is seeing the best quality roma tomatoes maintaining between \$40.95 - \$41.95 FOB. Fair to average quality and smaller sizes beginning to show up in the \$34.95 - \$36.95 range. Baja California has started harvesting roma tomatoes in very low volume. Should be producing meaningful volume in 2-3 weeks. Trucks, truck rates and transportation in general going into the holiday weekend is something to stay ahead of.

**Round:** the round tomatoes have gone non-existent. Too few to quote for market. Pallet quantities of round tomatoes in Mexico are in the \$52.00 - \$55.00 range with too few to fill demand. 1 layer repack vine ripe tomatoes are around \$48.50. Hot house layers are in the \$30.00 - no supplies.



**Snacking tomato:** currently in a 2-week gap on all cherry tomatoes.

## LETTUCE

**Green Leaf:** quality and weights are good.

**Romaine:** has started in Salinas, weights are light with slight cupping. Demand is good with light supply.

**Cabbage:** green and red cabbage are in good supply. Napa cabbage is short but should be normalized in the next few weeks.

**Iceberg:** the great lettuce transition is happening. Iceberg is now mainly being shipped out of California. Yuma, AZ is almost over. Processing plants are moving the week of 4/13. Market is over supplied and pricing varies.

## BERRIES

**Strawberries:** overall production is increasing as we move past the cleanup from the heat we experienced in early March. Crews are still culling some fruit in the more exposed areas, but the plants look strong and vigorous. We expect stronger yields over the next few weeks out of all areas of production.

- Santa Maria/Oxnard - new crop fruit is sizing up nicely. Quality is good and this should be the case moving forward; barring any unforeseen weather issues.
- Salinas/Watsonville - this area is beginning to ramp up quickly with more pre-cooling facilities opting to start up to accommodate the increase in seasonal volume.
- Baja MX - crossings into the USA are sporadic with many growers still trying to recover from the heat we saw in early March. Varieties used in this area are taking longer to recover than their counterparts in the North. The celebration of Holy Week will cause some labor restrictions in this area.

**Blueberries:** this item remains in short in supply. Central Mexico production is expected to slowly increase. Peruvian imports have decline sharply. Florida production is trending down. Central Valley California harvests are underway and will be increasing slightly week over week. We expect the Pacific Northwest to start up at the end of April or early May.

**Blackberries:** Central Mexico production is still very light. This situation should improve moving into early to late April.

**Raspberries:** Central Mexico production is past peak and numbers remain extremely limited. We will be in a demand exceeds supply situation through mid-May.



## 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:** steady price and supply.

**Brussels:** steady prices.

**Green & Black Kale:** steady supply

**Corn:** High prices on all 3 still - white, yellow & bicolor. California shippers started in the desert. Mexico is winding down.

**Onion Leeks:** steady prices.

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

**Onions:** we are still shipping yellow and red onions out of the Pacific Northwest. The desert deal should start in a few more weeks. Prices up a bit due to higher fuel costs. Not a lot of good white onions left up North, but yellows and reds will go for another month or so before the desert onion deal starts up. Low volume on Mexican white onions and the

**Broccoli Crowns:** higher price with good demand.

**Jicama:** New crop good supply - La Paz MX.

market is moving up again. Some Mexico reds and whites crossing through Texas at higher prices than domestic reds.

## POTATOES

**Russet:** Very good supplies on all the Russet potatoes. Market remains very low still and will probably continue for another few months.

**Red & Gold:** new crop Florida on reds, yellows and white potatoes now available. California will start in May.

**White:** new crop white potatoes coming in from Florida are available. Expensive, but very clean and good quality.

**Chipping:** Veg Fresh is shipping chipper potatoes daily! We have a 10/5# "Fresh Fries" Chipper bag available.



## CITRUS

**Lemon:** Conventional demand is strong. Heavier to choice grade and large sizes.

**Grapefruit:** packing conventional Star Ruby's have excellent volume 23's through 40's. Fruit is peaking large so 48/56's are limited.

**Navels:** Conventional packing good volume, even getting some small fruit. However, size structure continues to peak on 72's and larger.

**Valencia:** conventional valencia oranges will start packing this Friday (4/3).

**Limes:** the lime market 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. The smaller fruit are in larger supply at harvest level. Expecting smaller fruit pricing to get better on the downside. Large fruit will remain scarce.

Also, with the current situation in the Middle East, fuel costs have been rising and with the already limited availability of truck drivers the costs from McAllen to California have an additional \$5.00 per case.

## BELL PEPPERS

**Bell Peppers:** very limited volume on Green Bells and Red. Price on Green is still high. Red is very tight with pricing going up.

**HH Bells:** Steady volume from Mexico. Price on HH is going up on all colors. We will start receiving all colored bells from Canada next week.

## 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 - Limited supply
- Habanero - Limited supply
- Pasilla - Extremely limited
- Thai chili - Good supply
- Shishito - Extremely limited supply
- Tomatillo - 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](#)

