

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



MARKET REPORT

TOMATOES

Florida: growers still salvage harvesting freeze damaged fields this week. There is low volume but not enough to affect any difference in cost of supplies. Round tomatoes remain in critically short supply at \$50.00 - \$60.00 cost. Round tomatoes from one shipper on Monday morning were \$70.00 out of McAllen Texas.

Mexico: demand exceeds supplies on all round tomatoes. Pricing in the high \$60s. Roma tomatoes best quality in the low to mid \$40s. High color and off quality in the mid to high \$30s.



Snacking tomato: grape tomatoes are finally on the down trend with more supplies becoming available out of the East Coast. Cherry tomatoes are still gapping for 3 more weeks. Medley tomatoes are still short but showing signs of a little more supply.

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

We have all five growing regions producing fruit. Warmer than historical temperatures have pushed production forward in most areas. Fruit quality is improving due to a current cooling trend. We are seeing less bruising in the pack-outs than we have in weeks past.

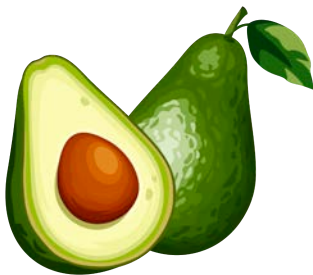
- Santa Maria/Oxnard - Santa Maria is beginning to ramp up nicely, with some superior quality fruit being grown on the West side of the area near the ocean. Eastern fields took a little longer to recuperate from the heat we experienced in early March. Crops are currently looking very good in that area. Oxnard production has just reached past peak and will continue to slowly decline in numbers week over week.
- Salinas/Watsonville - this area has started at least 3 weeks earlier than growers had planned for. The product is looking very nice and current weather is very cool and mild. Consolidation centers are opening as we see the return of the row crops from Yuma. The northern truck lanes are beginning to pick up volume.
- Baja MX - very low volume is still coming out of this area with much of the plants too severely damaged by the recent heat to fully recover.

Blueberries: light Central Mexico production remains the dominant source for blueberries. California acreage is just beginning to produce some sporadic numbers. Peru is finished for the season. We should see the Pacific Northwest start up in early May, providing some relief in the marketplace.

Blackberries: Central Mexico numbers remain low while we wait for the California season to begin over the next few weeks.

Raspberries: the situation has not changed much over the last few weeks out of Central Mexico. Supplies are still limited, and we are in a demand exceeds supply mode. Better production is expected as we move into late April. California hoop production should begin in 2 more weeks.

AVOCADO



Mexico's harvest is now tapering off after heavy winter shipments, with the transition to domestic California production underway since March. Over the last couple of weeks, this shift has led to some modest fluctuations as abundant Mexican fruit gives way to more limited early California volumes. We expect overall supplies to tighten slightly in the near term while steady demand supports the market. Looking ahead to the next two weeks and beyond, California output should ramp up through mid-April and hold strong into summer, helping balance the market alongside remaining imports. This sets up a positive outlook with reliable year-round availability

VEGGIES

Cilantro: price slightly firmer to start the week.

Green & Black Kale: steady supply

Onion Leeks: steady prices and supply.

Brussels: wide range in prices with some good supplies coming out of Mexico still.

Corn: price remains high on all 3 still - white, yellow and bi-color. CA shippers started in the desert and are battling insect issues.

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

Broccoli Crowns: higher prices to start the week but supplies are available.

Jicama: New crop good supply - La Paz MX.

Slicer Cucumbers: prices out of Nogales have eased up and availability has improved compared to previous weeks. Several growers are beginning new production cycles. Baja is also expected to start harvesting mid-May.

Eggplant: supply on eggplant out of Nogales remains very tight with strong demand. Florida's winter crop is ending, putting added pressure on Nogales shippers. Demand exceeds supply.

Onions: the onion market is moving up on all colors of onions as storage crops dwindle. Especially on white and yellow onions. The desert onion deal is starting up some this week and next week with some whites and yellows. Very light crossings on any Mexican onions. Texas crop got a lot of rain recently which has tightened the overall supply chain.

POTATOES

Russet: good supplies on all the Russet potatoes. Market is moving up slightly due to higher freight costs.

Red & Gold: new crop Florida on reds, yellows and white potatoes now available. Quality is very good. Whites and reds are higher in price.

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.

Sweet Potatoes: supply over all is starting to become limited with pricing slowly rising. Expect to see shortages further into the summer around late May and June, especially on Japanese. However, white flesh sweet potatoes seem to be the most plentiful.



CITRUS

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

Limes: the crop has now transitioned into the new production cycle. Higher percentage is smaller fruit, 70-80% small sizing 250, 230 and 200s. The

Grapefruit: packing conventional Star Ruby's have steady volume 23's through 40's but we do have 48's as well.

Navels: Conventional packing good volume. Fruit is starting to peak larger again 40 - 72s.

Valencia: we may start packing organic and conventional next week if demand warrants.

smaller fruit are in larger supply at harvest level. Expecting smaller fruit pricing to get better on the downside. Large 175s, 150s and 110s fruit will remain scarce and pricing will remain high.

BELL PEPPERS

Bell Peppers: limited volume on Green Bells and Red. Price is still high on both colors.

HH Bells: Steady volume from Mexico. Canadian bells are looking good.

CHILI PEPPERS

Current growing regions:

- Sinaloa, MX
- Sonora, MX
- Coachella, USA

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

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



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