

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



MARKET REPORT

TOMATOES

Outlook: terminal market sales on pallet quantities of tomatoes tracking \$94.00 - \$98.00 and over \$100 in the Northeast. Roma tomatoes \$48.95 to \$52.95 sales, leaning higher. Entire USA demand (from national foodservice to retail) has shifted to roma tomatoes as the availability of round tomatoes has become non-existent. The added pressure on roma supplies combined with upcoming Cinco de Mayo demand will prove to be extremely challenging over the next 2 weeks. Best case scenario is some easing of supply pressure and pricing by mid-May.

Florida: continues to harvest freeze damaged areas yielding 80% less than normal volume. Roma tomatoes \$49.35 FOB - nothing available. Demand exceeds supplies. Round tomatoes \$65.35 - nothing available. Demand exceeds supplies.

Mexico: round tomatoes - too few to establish a market. Roma tomatoes \$48.95 FOB. Demand exceeds supplies.



Snacking tomato: organic and conventional grape tomatoes have both eased off their highs and we are seeing more availability on the East Coast as well as in Mexico.

Cherry tomatoes are still gapping for another 2 weeks.

We have seen an increase in volume available for medley tomatoes these last couple of weeks.

LETTUCE

Green Leaf: quality and weights are good. Market is steady.

Romaine: is all out of California. Weights are light with slight cupping. Demand is good with light supply. Pricing is expected to rise.

Cabbage: green and red cabbage market is elevated. Napa cabbage is in good supply.

Iceberg: the hope of an easy transition has quickly escalated into a \$50+ iceberg market. Fields are 10-15 days ahead of schedule creating a gap. The good news is product looks nice. Expect an active market moving forward.

BERRIES

Strawberries

We had rain in all growing regions with Salinas/Watsonville averaging 1.5 inch and Santa Maria 1/3 of an inch. Harvest will be questionable this week and quality will be an issue.

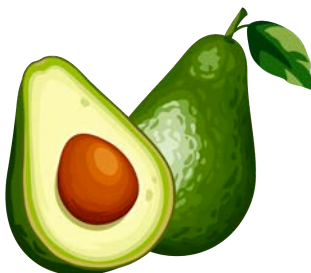
- Santa Maria/Oxnard - Santa Maria is producing lighter yields due to cooler weather and smaller berry sizing. Rain will impede harvesting on Tuesday & Wednesday. Oxnard is not expected to receive much rain. Oxnard is on a seasonal downtrend well past peak season reducing yields in that area as well.
- Salinas/Watsonville - this area had started at least 3 to 4 weeks earlier than anticipated. There was an initial flush of fruit in early April with ideal weather conditions. We have since then seen some rain two weeks ago and cooler weather set in slowing up the crops' progress after heavy harvesting 2 weeks ago. We expect to see lighter numbers coming out of all areas. The rain will impede harvesting in this area over the next several days.

Blueberries: steady but light production out of Central Mexico remains in place. California acreage is just beginning to produce some meaningful numbers. Georgia local crop has started. We should see the Pacific Northwest start up in mid-May, providing some additional 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: steady price this week.

Brussels: moderate price with the remaining deals starting to clean up.

Green & Black Kale: steady price.

Onion Leeks: steady prices and supply.

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

Broccoli Crowns: higher prices still in Salinas, CA. Santa Maria, CA and Texas are in a slightly better shape.

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: availability has become more available as new crop production out of California has started. Thermal and Coachella have both begun new production.

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

Onions: the onion market is moving up on all colors of onions as storage crops dwindle. Especially on white and yellow onions. Yellow onion market has jumped way up. 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. Expect weekly price increases as we head into spring.

Grapefruit: packing conventional Star Ruby's and have steady volume 23's through 40's but we do have small sizes as well. Excellent internal color and blush.

Navels: still have steady volume but slowing down harvest. Anticipate finishing around the end of May.

Valencia: we will start packing both organic and conventional next week.

Limes: higher percentage is smaller fruit, 70-80% 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 175s, 150s and 110s fruit will remain scarce and pricing will remain high.

BELL PEPPERS

Bell Peppers: steady volume on Green Bells and Red out of Mexico. Volume and quality out of Coachella is good with high prices.

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.

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

Sent with

Brevo