

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



MARKET REPORT

TOMATOES

Florida: beginning the first picks on new fields this week and next week. Should start seeing better volume and quality by late next week. Markets in mid \$60 on rounds and low \$50s on roma tomatoes.

Mexico: beginning to harvest new field areas in Baja. Should start seeing better volume and quality by late next week. Markets in the mid \$50s for best romas and mid-to-high \$80s on best round tomatoes.



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 market is expected to remain elevated. Fields are still 10-15 days ahead of schedule creating a gap. The good news is product looks nice, but light in weight. Expect another challenging week.

BERRIES

Strawberries

The harvest projections are down by 10 to 15 percent in all areas due to unexpected rain over the last weekend. Although we are seeing heavy demand for the Mother's Day pull, we are expecting yields to rebound slightly moving into the weekend. Open market fruit will continue to be in high demand out of Salinas, Watsonville, Santa Maria and Oxnard.

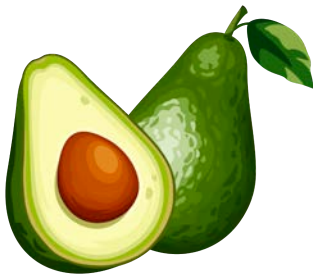
- Santa Maria/Oxnard - new crop Santa Maria fruit is slowly increasing in yields. Supplies are expected to peak in mid-to-late May out of this area. Oxnard is in a declining production more due to the normal downtrend in planting cycles out of this growing region.
- Salinas/Watsonville - plants are reacting adversely due to colder weather and recent rains over the last weekend. Sizing is trending down while fruit color is on the lighter side, with the product showing some white shoulders and tips.

Blueberries: Central Mexico, California, Florida and Georgia are all producing right now. Fruit quality in all areas has been good. The Pacific Northwest is expected to begin producing in early June.

Blackberries: California production is increasing, while Central Mexico is trending down. Supplies are steady.

Raspberries: production numbers are up with some growers while others remain light to steady.

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: mostly steady with a few high quotes this week.

Green & Black Kale: steady price.

Onion Leeks: steady prices and supply.

Brussels: steady with most shippers into some supply.

Corn: price remains high on all 3 still - white, yellow and bi-color but seeing more volume in the desert this week.

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

Broccoli Crowns: still seeing higher prices in all areas with Salinas especially short.

Jicama: New crop good supply - La Paz MX.

Slicer Cucumbers: availability out of Nogales has improved compared to previous weeks. Market conditions have eased slightly. Baja production expected to start 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.

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 with 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 overall 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.

Limes: Mexican lime pricing is easing off on the downside. The smaller fruit still remain in large supply 200s, 230s, 250s. Large 175s, 150s and 110s fruit will start to increase in volume as the crop begins to size up.

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: gapping for 2 weeks. Anticipate finishing around the end of May.

Valencia: we are running light volume on both conventional and organic.

BELL PEPPERS

Bell Peppers: steady volume on Green Bells and Red out of Mexico that are ending very soon. Volume and quality out of Coachella is good with higher prices.

HH Bells: limited 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.

Red fresno - supply out of Sonora, Mexico has concluded as the crop season has ended. As a result, the market is expected to experience a short gap in availability until domestic production begins. USA harvests are projected to start mid-May and carry supply through the summer months. Additional volume is expected from La Paz, Mexico with first harvest anticipated in late June 2026.

- 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



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