

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



MARKET REPORT

TOMATOES

Florida: will remain salvaging tomato fields for the next 3 weeks that were previously freeze damaged in December. By early May, they will be harvesting all new plantings that were planted after the freeze. Florida received 4 straight days of rain this week which further hampered any kind of improvement on harvest volume this week.

Roma market is in the mid \$40.00's

Round tomatoes \$49.35 FOB (No availability).

Mexico: round tomatoes are extremely limited to non-existent at \$56.00-\$58.00 FOB this week. Hot house tomatoes are in extremely short supply also. The (BEST) quality roma tomatoes remain in the low to mid \$40.00's. Smaller sized, high color and number 2 roma's are in the mid to high \$30.00's.

Baja California: some of the first early roma harvest is beginning to arrive. Quality is a mixed bag but will improve over the next several weeks. Round tomatoes from this area around the end of May. Markets in the low to mid \$40s for the best quality roma tomatoes.



Snacking tomato: still in a 2-3 week gap on all cherry tomatoes. Organic and Conventional grape tomatoes are still high priced. Very few Organic Medley tomatoes available and also priced high.

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: steady supply out of the USA.

Green & Black Kale: steady supply

Onion Leeks: steady prices and supply.

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

Broccoli Crowns: higher price with several sold out shippers in Salinas and Santa Maria. Not a lot of volume available.

Jicama: New crop good supply - La Paz MX.

Slicer Cucumbers: supply is improving as growers start new blocks in Sonora, Mexico. While the market has eased slightly, prices remain elevated.

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.

Brussels: slightly higher with desert supplies winding down and coast starting to pick up.

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

Onions: we are still shipping yellow and red onions out of the Pacific Northwest. Prices up a bit due to higher fuel costs from the Pacific Northwest. The desert onion deal is starting up next week with some yellows. Decent supply on Mexican white onions crossing and the market has remained steady. Quality is improving. There are some Mexico reds and whites crossing through Texas but 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. Quality is very good.

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.

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, even getting some small fruit. Good volume 88's through 56's. Have some 113/138's.

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

Limes: 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 remain scarce.

BELL PEPPERS

Bell Peppers: 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. We will start receiving all colored bells from Canada on Monday.

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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