

{{ 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.

Organic Heirlooms: Harvest out of Mexico is limited. Existing plantings are finishing. New volume crops out of Baja due to begin end of April. Markets are up.

Heirlooms: Harvest out of Mexico is steady. Forecasting harvest to remain steady vs plentiful going into April. Markets are up slightly.



TOV's: Fair to good supplies out of Mexico. Canadian production should start picking up. FOB market is mostly in the \$14.00 - \$15.00 range. Good demand as other tomatoes are in the \$40s - \$50 price range.

Organic TOVs: Fair to good supplies out of Mexico. Canada is starting production. FOB costs are ranging from \$16.00 to \$20.00. Fair to good movement.

Beefsteak: lighter supplies out of Mexico. Canada should start up with volume in about 2-3 weeks. FOB costs are currently at \$22.00 - \$24.00 and will probably be higher by the weekend. Good demand due to lighter than normal availability out of Mexico on vine ripe tomatoes.

Organic Beefsteak: Light supplies continue out of Mexico. FOB costs are \$24.00 - \$26.00. Heading into the high \$20s by the weekend. Very good demand due to very light supplies.

Organic Roma: still seeing light supplies out of Mexico. Production should start picking up in a week or two. FOB costs are still holding in the \$48.95 - \$50.95 range. Very good demand. It slowed down a little due to the high costs.

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

CUCUMBERS

Persian: much better production out of Canada and Mexico right now. Costs have come off and quality is excellent. Better volume on conventional vs organic. Good time to push!

English: Production is increasing out of Canada and Mexico. Volume out of Canada will continue to improve. Promotional opportunities in mid-April.

Organic Slicer: steady supplies coming out of Mexico, with steady prices.

SQUASH

Organic Hard Squash: Organic hard squash remains limited and costs are high. The market will be tight for the next several weeks with light production out of Mexico.

Organic Soft Squash: zucchini and yellow squash have good volume out of Mexico. Prices are coming down.

FRUIT

Organic Apples: Steady storage supplies out of the Northwest on most organic apples. Honeycrisp apples are tight and costs are high.

Mango: MX Hadens and Tommy Atkins are shipping now. Quality is good, prices are still fairly high. Holy Week will slow down the picking and shipping volumes. Volume will continue to pick up later this month. Ataulfo mangos available right now out of Mexico but no volumes until next week.

Organic Mango: Mexican Tommy Atkins now available. Market is steady and quality is excellent.

Pineapple: Market is coming up again this week on Costa Rican and Ecuadorian pineapples as Easter approaches. Freight increases causing higher markets. Not much extra fruit coming in.

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.

VEGGIES

Cilantro: prices and supply are steady.

Green & Black Kale: steady supply.

Onion Leeks: steady prices.

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

Broccoli Crowns: higher price with good demand.

Jicama: New crop good supply - La Paz MX.

Brussels: steady prices.

Organic Brussels: Mexicali – volume and availability have improved. Increase in quality issues, as the weather in Mexicali starting to reach 100+ degrees.

Green & Red Cabbage: slightly higher quotes on green. Red is steady.

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

Organic Eggplant: limited volume out of Mexico with pricing holding in \$20s.

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

Organic Onions: We are getting near the tail end of the organic crop, with new crop out of Mexico starting. Growers usually will be carrying both depending on how well their storage crop is holding.

Org Yellow quality has been strong.

Org Red quality has been struggling with early sprouting and will most likely jump into Mexico when available.

Org White has been fair, however historically Org Whites are usually the first to either run out or transition to new crop due to quality.

POTATOES

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

Org Russets: Current crop is holding well, with sizing peaking in the Large with product 80/70ct and smaller going into bags. New crop out of Bakersfield will be starting in late April/May.

Red & Gold: New crop from Florida on reds, yellow and whites now available. California will start in May.

White: new crop white potatoes coming in from Florida 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.

Organic Lemon: Organic California lemons are starting to get very limited. A few off-bloom MX lemons are arriving. Imports look to be limited in early Summer.

Grapefruit: Packing conventional Star Rubys have excellent volume 23s thru 40s. Fruit is peaking large so 48/56's are limited.

Organic Grapefruit: Organic peaking on 32/36s with good availability on all sizes. Quality is excellent.

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

Organic Navels: Organic very limited. Heat has affected the quality of the fruit. We plan to start fresh crop valencia's in about 2 weeks.

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.

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

BELL PEPPERS



Organic Green: Mexico has limited product; prices are going up. **Please call first.**

Organic HH Color: Mexico is gapping and there is some product available but has quality issues - **please call.**



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.

Organic Mini Sweet Peppers: Good volume from Mexico.

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



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