

{{ 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.

Organic Heirlooms: Harvest out of Mexico is extremely limited. Existing plantings are abruptly finishing. New plantings remain approximately 2-3 weeks away. Until then, harvest will remain limited and day-to-day. Markets continue to elevate.

Heirlooms: Harvest out of Mexico is abruptly finishing up against existing plants. New plantings are 2-3 weeks away. Forecasting to begin approximately week of April 20th. Until then, harvest will remain limited. Markets have elevated.



TOV's: lighter supplies out of Mexico. Canadian production is about 2 weeks behind schedule. FOB market is up and cost depends on who you talk to. Quotes from \$20.95 - \$28.95 going higher. Demand exceeds availability.

Organic TOVs: fair supplies out of Mexico. Canadian production should start to pick up soon. FOB cost is mostly in the \$20.95 range. Fair to good movement.

Beefsteak: not much available on conventional beefsteak tomatoes. Same as the TOV's, Canada should pick up soon. FOB cost is in the mid to high \$20s and moving into the \$30s; could rise into the \$40s. Demand exceeds availability.

Organic Beefsteak: light supplies out of Mexico. We are not expecting to see any significant increases for the time being. FOB costs are in the \$20s to low \$30s and will probably go

higher. Very good demand due to very light supplies.

Organic Roma: fair to good supplies out of Mexico. New crop production has been hampered with quality issues. FOB cost is anywhere from \$36.95 to \$42.95. Better quality product is \$40.95 - \$42.95 FOB. Very good demand but we have to work all of the roma's to make arrivals.

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 shirt but showing signs of a little more supply.

CUCUMBERS

Persian: heavy production out of Mexico and Canada on both conventional and organic Persian Cucumbers. Costs have dropped and quality is excellent! Great time to promote.

English: Strong in Mexico and Canada. Supplies will remain steady and it's an excellent item to push.

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

Slicer: 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.

SQUASH

Organic Hard Squash: supplies improving on organic acorn, butternut and spaghetti out of Mexico.

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

Yellow Squash: volume is plentiful. Quality is good and the market remains stable.

Italian Squash: good quality Italian squash remains limited. Nogales season expected to end in late April to early May.

FRUIT

Organic Apples: Steady storage supplies out of the Northwest on most organic apples. Honeycrisp apples will remain tight with high costs.

Mango: red mango volume from Mexico is coming in strong. Pricing is again coming down some. Quality is good. Volume will continue to pick up again later this month.

Organic Mango: Mexican organic mangos are coming in weekly. Market is steady and the quality is excellent.

Pineapple: Market is very short this week. Ocean freight is increasing and is causing higher markets. Not much extra fruit coming in this week or next week. It should remain short this month.

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.

VEGGIES

Cilantro: price slightly firmer to start the week.

Green & Black Kale: steady supply.

Onion Leeks: steady prices and 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

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

lot of rain recently which has tightened the overall supply chain.

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

Organic Onions: new crop out of Texas has been more limited than expected due to several days of rain. New crop out of El Centro has started this week. However, early reports show sizing on leaning toward mediums.

Jicama: New crop good supply - La Paz MX.

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

Organic Eggplant: limited volume out of Mexico. Please call.

Organic Brussels: Mexicali – limited volume. Guaymas brussels sprouts ranch is burning out early this year. Continued high heat and lack of winter has caused increased quality issues with aphids and whitefly. Grower had transition back to Mexicali for next week and then transition to new fields in Rayon.

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.

Green & Red Cabbage: price is steady on both.

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

POTATOES

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

Red & Gold: New crop from Florida on reds, yellow and whites now available. Quality is very good. Whites and reds are higher in price.

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.

Organic Potatoes: new crop gold potatoes are plentiful and beautiful. New crop red potatoes are being harvested this week. Russets will continue to be old crop through mid May - when new crop comes.

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.

Organic Lemon: Organic California lemons are very limited. Expect gaps and limited availability while harvest transitions from D1 to D2. Imports look to be limited this summer as well.

Grapefruit: Packing conventional Star Rubys have steady volume on 23s thru 40s but we do have 48s as well.

Organic Grapefruit: Organic peaking on 32/36s with good availability on 23s through 40s.

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

Organic Navels: Organic navels are very limited. Heat has affected the quality of the fruit as well. We plan to start fresh crop valencia's later this month.

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 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.

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

BELL PEPPERS



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

Organic HH Color: Mexico has low volume due to bad weather conditions. A lot of disease and infestation. Finishing the Culiacan deal in about 2-4 weeks earlier than expected. Waiting for the Jalisco growing region to be ready for harvest in about 2-3 weeks. Canada production has started but its minimal for about 4 weeks. Volume typically becomes more plentiful for us in June-September.

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.

Organic Mini Sweet Peppers: Good volume from Mexico.

CHILI PEPPERS

Current growing regions:

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

- Jalapeño - Extremely Limited supply
- Serrano - Extremely Limited supply
- Anaheim - Extremely Limited supply
- Caribe - Extremely limited supply
- Red Fresno - Limited supply

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

- Habanero - Limited supply
- Pasilla - Extremely limited
- Thai chili - Good supply
- Shishito - Limited supply
- Tomatillo - Good supply



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