

{{ 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.

Organic Heirlooms: Harvest out of Mexico is extremely limited. Limited harvest out of Baja. New volume plantings remain approximately 3 weeks away. Until then harvest will remain limited. Markets continue to elevate.

Heirlooms: Harvest out of Mexico remains limited. New plantings are 3 weeks away. Until then harvest will remain limited. Markets have elevated.



TOV's: we are still seeing very light supplies out of Mexico and Canada. There should be new production starting up next week out of Western Canada. FOB cost is in the mid to high \$20s. We'll see if prices can maintain at current levels. Demand exceeds availability.

Organic TOVs: light to fair supplies out of Mexico. FOB cost is mostly in the high \$20s. They are getting a boost because of the conventional market. Fair to good movement.

Beefsteak: very light supplies out of Mexico. New production out of Western Canada is starting up. FOB costs are anywhere from the high \$30s to high \$40s. We may see cost in

the \$50s. With the lack of vine ripe tomatoes, high demand on whatever beefs that are available.

Organic Beefsteak: light supplies out of Mexico. It's the same market reaction on organic and conventional beefsteaks. Organic beefsteaks are actually even shorter than conventional. Costs are in the high \$40s minimum. Very good demand due to very light supplies.

Organic Roma: fair supplies out of Mexico. FOB costs are in the high \$40s to low \$50s. We are seeing very good demand.

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.

CUCUMBERS

Persian: heavy production out of Mexico and Canada on both conventional and organic Persian Cucumbers. Costs are low and it's a great time to promote! Excellent quality.

English: good volume in both Canada and Mexico. 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: steady supplies on acorn, butternut and spaghetti. Costs have come down a bit and quality is good.

Organic Soft Squash: zucchini and yellow squash have limited volume out of Mexico. Prices are going up quick. California should start around June 1st.

Yellow Squash: availability out of Nogales has become limited. The soft squash season is ending sooner than expected for some growers. Santa Maria is expected to begin early May.

Italian Squash: good quality Italian squash out of Nogales remains extremely limited. Market price has increased and availability is day-to-day. Santa Maria and Baja are still a few weeks away from starting.

FRUIT

Organic Apples: steady storage supplies out of the Northwest on most organic apples. Honeycrisp apples will remain tight with high costs. Imported apples are starting out of New

Zealand.

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 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.

VEGGIES

Cilantro: steady price this week.

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.

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.

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

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

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.

Green & Red Cabbage: prices steady on green and few higher quotes on red this week.

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

reports show sizing on leaning toward mediums.

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

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

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. Expect weekly price increases as we head into spring.

Organic Lemon: Organic California lemons are very limited. What fruit is available is

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.

extra-large (56/63s). 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 small sizes as well. Excellent internal color and blush.

Organic Grapefruit: Organic peaking on 23/27/32s. We do have smaller fruit and bags - just need to book in advance.

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

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

Organic Navels: we are done packing organic navels and we are starting to harvest fresh crop valencias.

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: steady volume on Green and Red bells 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.

Organic Mini Sweet Peppers: beginning to get limited volume out of Mexico. Prices rising firming up. Expecting Coachella to start in 3 weeks.

CHILI PEPPERS

Current growing regions:

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

Limited supply from all 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 - limited supply
- Thai chili - Good supply
- Shishito - Limited supply
- Tomatillo - Good supply



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