

{{ 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 the mid \$60s on round tomatoes 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.

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: fair supplies out of Mexico. We are still waiting for Canadian production to pick up. FOB costs have come down, with a wide range of quotes from \$18 to \$26. Most of the lower quotes are on Mexican product. We are seeing good demand.

Organic TOVs: light to fair supplies out of Mexico. FOB cost is \$24.95 to \$28.95. Movement is steady.

Beefsteak: fair supplies out of Mexico. Canadian production is still light. Increases possibly next week. FOB costs are mostly in the \$40 - \$44 range. Good demand still. Vine-ripe tomatoes availability is still light.

Organic Beefsteak: very limited availability. We are currently in a production gap. We are currently not hearing any quotes on organic beefsteaks. Demand exceeds availability.

Organic Roma: fair to good supplies out of Mexico. FOB cost is steady in the high \$40s to low \$50s. Cost were in the upper \$50s but have settled down. Very good demand at the moment.

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 volume out of Mexico and Canada on conventional Persian Cucumbers. Costs are low and it's a great time to promote! Excellent quality. Steady volume on organic mini cucumbers out of Mexico

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: availability out of Nogales has improved compared to previous weeks. Market conditions have eased slightly. Baja production is expected to start mid-May.

SQUASH

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

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

Italian Squash: good quality italian squash out of Nogales remains extremely limited, with very tight supply and availability changing on a day-to-day basis. Santa Maria growers are expected to begin harvesting this weekend. Baja production is still a few weeks away from starting.

Yellow Squash: availability out of Nogales has become extremely limited. As the season winds down, quality issues are increasing. Santa Maria is expected to begin in early May.

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

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 mode due to the normal downtrend in planting cycles out of this growing region.
- Salinas/Watsonville - plants are reacting adversely due to cold 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.

VEGGIES

Cilantro: mostly steady with a few high quotes 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: still seeing higher prices in all areas with Salinas especially short.

Jicama: New crop good supply - La Paz MX.

Brussels: steady with most shippers into some supply.

Organic Brussels: Mexicali – limited volume. Guaymas brussels sprouts ranch is burning out early this year. Continued high

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: supply is plentiful however, new crop quality has been fair, additional fields and regions are starting up this week with improved quality expected.

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

Eggplant: availability has become more available as new crop production out of California

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 seeing higher prices on red.

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

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 have limited availability due to small plantings. Volume should be available in about 10 days.

Organic Russets - will continue to be old crop through mid May when new crop comes.

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.

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

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.

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

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

but we do have small sizes as well.
Excellent internal color and blush.

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

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

BELL PEPPERS



Organic Green: Coachella will start soon. **Please call first.**

Organic HH Color: waiting for Jalisco, Mexico growing region to be ready for harvest in about 2-3 weeks. Canada production has started but its minimal for about 3 more weeks. Volume typically becomes more plentiful for us in June - September.



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



HH Bells: limited volume from Mexico, mostly smaller size. Canadian bells are looking good.

Organic Mini Sweet Peppers: beginning to get limited volume out of Mexico. Prices firming up. Expecting Coachella to start in 2 weeks.

CHILI PEPPERS

Current growing regions:

- Sinaloa, Mexico
- Sonora, Mexico
- 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



Veg-Fresh Farms

1400 West Rincon Street, Corona, CA 92878

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