

{{ 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.

**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:** Mexican production is still fair to good. We are 7-10 days away from better supplies out of Canada. FOB market is mostly \$15.00 - \$17.00. Once Canada gets going, we should see a drop on cost. Very good demand. TOV's are the cheapest tomato available at this time.

**Organic TOVs:** fair supplies out of Mexico. Canada is slowly starting production. FOB costs are ranging from \$18.00 to \$20.00. Fair to good movement.

**Beefsteak:** light supplies out of Mexico. Canada is still struggling to get started. FOB cost is currently at \$22.00 - \$24.00 with quotes as high as \$30.00 out of Canada. Good demand.

**Organic Beefsteak:** light supplies out of Mexico. Waiting to see when other areas may have some availability. FOB cost \$26-\$28. Very good demand due to very light supplies.

**Organic Roma:** we are finally seeing new production out of Mexico. But we are seeing signs of shoulder and quality issues already developing. We'll have to see how this progresses. FOB cost is anywhere from \$36.95 to \$42.95. Better quality product is \$40.95 - \$42.95 FOB.

**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.

## CUCUMBERS

**Persian:** good 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:** Production has picked up in Mexico and Canada. Supplies should remain steady and it's an excellent item to push.

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

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

## SQUASH

**Organic Hard Squash:** a little more production on spaghetti and acorn squash this week. Costs are down a little bit, but still high.

**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:** volume is good. Demand remains steady. Nogales season is 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 mangos from Mexico are coming in with better volume. Pricing is coming down as the volume is picking up. Quality is very good. Volume will continue to pick up again later this month. Ataulfo mangos are very limited out of Mexico.

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

**Pineapple:** Market is moving up slightly again this week. Ocean freight is increasing and is causing higher markets. Not much extra fruit coming in this week or next week.

### **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:** 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.

**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.

**Organic Onions:** supply is plentiful, however new crop quality has been fair. Additional

fields and regions are starting up this week

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

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

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

**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.

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## 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 from Florida on reds, yellow and whites now available. Quality is very good.

**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.

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## CITRUS

**Lemon:** Conventional demand is strong. Heavier to choice grade and large sizes.

**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

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

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

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

supply at harvest level. Expecting smaller fruit pricing to get better on the downside. Large fruit remain scarce.

**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. **Please call first.**

**Organic HH Color:** Mexico is very limited. Some product is available but with quality issues. We should start to see Canada bell peppers in a week or two. Price is high.

**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.

**Organic Mini Sweet Peppers:** Good volume from Mexico.

## 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**
- Thai chili - **Good supply**
- Shishito - **Limited supply**
- Tomatillo - **Good supply**



## Veg-Fresh Farms

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