

{{ time_now|date:"January 2, 2006" }}



MARKET REPORT

TOMATOES

Florida: back to normal production. Seeing excellent quality and better availability on romas and rounds, week over week.

Mexico: Jalisco and Baja California are in production. There is good demand on just average supplies. Markets are in the high \$20s for the best quality.

California: set to kick off tomato harvest in early June.



Snacking tomato

- conventional grape tomatoes - still plenty around. Organic grape tomatoes are a bit less supply with better demand
- cherry tomatoes have increased in volume and will continue to increase as Florida ramps up
- medley tomatoes are in good supply

LETTUCE

Green Leaf: quality and weights are good. Market is slightly elevated.

Romaine: is all out of California. Weights are light with slight cupping. Demand is good with light supply. Pricing has continued to rise.

Cabbage: the red cabbage market is elevated. Green and Napa cabbage is in good supply.

Iceberg: the iceberg market remains elevated. Weather in Salinas has been cold causing fields to produce at a slower pace. The good news is product looks nice, but light in weight. Expect another challenging week.

BERRIES

Strawberries

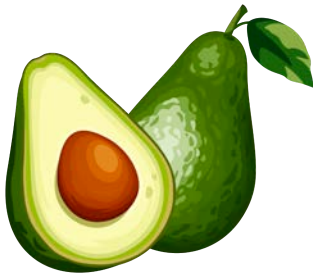
we are past the Mother's Day pull period and the demand for fruit remains unusually strong. Availability is limited due to heavy retail promotions. Growers are still dealing with the unusual variable involved with several new varieties that have been planted. Field managers have been struggling with correct evaluations of harvest yields, causing some shippers to continue to apply fill rates to orders due to declining field estimates

- Santa Maria - crops are expected to have steady but declining volume as we move into late May
- Salinas/Watsonville - warmer weather has helped to bring on small amounts of volume. We are seeing uneven harvest estimates due to the new varieties that growers are working with.

Blueberries: production is increasing in California and Georgia. Central Mexico is still producing some light volume. The Pacific Northwest and Michigan regions should begin producing in late May or early June. Quality has been good coming out of all regions.

Blackberries: numbers are building out of California. Central Mexico is still producing steady supplies. Georgia production is expected to begin in 1 week.

Raspberries: production is steady coming out of Central Mexico and California.



AVOCADO

Mexico's harvest is now tapering off after heavy winter shipments, with the transition to domestic California production underway since March. Over the last couple of weeks, this shift has led to some modest fluctuations as abundant Mexican fruit gives way to more limited early California volumes. We expect overall supplies to tighten slightly in the near term while steady demand supports the market. Looking ahead to the next two weeks and beyond, California output should ramp up through mid-April and hold strong into summer, helping balance the market alongside remaining imports. This sets up a positive outlook with reliable year-round availability

VEGGIES

Cilantro: steady prices and supply

Green & Black Kale: good volume and steady price

Onion Leeks: good supply with steady prices

Italian & Curly Parsley: steady price on the curly, and still seeing higher price on the Italian.

Brussels: good supplies

Corn: easy on the white out of Coachella however, price is slightly higher on the bi and yellow

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 with some this week

Broccoli Crowns: we are seeing more volume and prices are coming down a bit in all areas

Jicama: New crop good supply - La Paz MX.

Slicer Cucumbers: market has become more active with prices continuing to trend upward. We will be entering a transition period within the next couple of weeks as Nogales winds down. Baja production is expected to begin late May through early June. Availability is expected to tighten.

Eggplant: remains steady out of both Nogales and domestic growing regions. Overall good quality.

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.

POTATOES

Russet: good supplies on all the Russet potatoes. Market is steady.

Red & Gold: new crop Florida on reds, yellows and white potatoes now available. Quality is very good. California crop will go for another 2 months.

White: new crop white potatoes coming in from Florida are available with very good quality.

Chipping: Veg Fresh is shipping chipper potatoes daily! We have a 10/5# "Fresh Fries" Chipper bag available.

Sweet Potatoes: market mirrors the organic markets; supply is dwindling. Of the 4 colors, white flesh is the most available.



CITRUS

Lemon: Conventional demand continues to be strong - especially on fancy 115s and larger

Grapefruit: packing conventional Star Ruby's. Blush and interior color are excellent. Fruit sizing up peak on 23/27s and 48/56s are lighter

Limes: the lime market prices have re-gained momentum due to decreased pack out yields. Currently not expecting a sharp price spike. However, pricing could remain relatively firm. Sizing still peaking on 230s and 200s with increased availability of 175s in the next few weeks. Larger fruit 150s and 110s will remain limited until June/July depending on weather in the lime growing areas. The high

Navels: may finish season earlier like in early to mid June

Valencia: we are running light volume on both conventional and organic

temperatures and limited rainfall could increase conditional issues on future shipments. Looking ahead lime pricing could rise again toward the end of June, rather than historical late July/early August window. This is caused by accelerated early harvesting.

BELL PEPPERS

Bell Peppers: red and green bells out of Mexico ending very 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. Pricing going up.

CHILI PEPPERS

Current growing regions:

- Sinaloa, MX
- Baja, MX
- Coachella, USA

Stable supply on most chili peppers

- Jalapeño - Good supply
- Serrano - Good supply
- Anaheim - improving supply
- Caribe - improving supply
- Red Fresno - GAP
- Habanero - good supply
- Pasilla - improving supply
- Thai chili - Good supply
- Shishito - Good supply
- Tomatillo - Good supply



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