

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



MARKET REPORT

TOMATOES

Florida: has crossed over the peak of the spring tomato volume. There will be fewer tomatoes packed week over week until growers start the new harvesting in South Carolina and Georgia early June. Markets in the mid \$20s on the best roma and round tomatoes.

Mexico: light roma and vine-ripe volumes crossing into the USA now in Nogales, McAllen and San Diego. Markets in the mid to high \$20s for the best quality.

California: set to begin tomato harvest the first week of 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

markets are still elevated with very limited availability for open market product. Despite a looming gap in production, shippers had continued to promote aggressively for the post Mother's Day period. Expecting higher yields and lower market demand. That scenario did not happen.

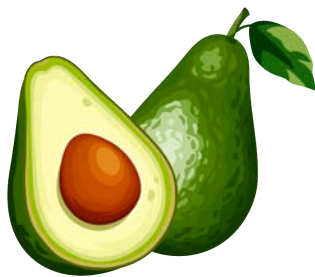
- Santa Maria - this area was hit hard by the record heat we had in March which was followed by rain. They lost a good portion of what was supposed to be their peak production over the last 3 to 4 weeks. This area will be dealing with the same cold snap we will see in the North.
- Salinas/Watsonville - after increases in harvest and an early start to the season in late March, we are seeing cold weather with overcast skies impeding plant growth and new berry production. This has caused a gap in expected harvest volumes leaving supplies short again this week. After enjoying a few days of clear warmer weather, we are expecting another cold snap beginning tomorrow which will last into next week.

Blueberries: production is currently coming from California, Central Mexico and Georgia. Michigan and the Pacific Northwest are still a few weeks away from production.

Blackberries: this item is steady coming out of California and Central Mexico.

Raspberries: supplies are steady coming out of Central Mexico and California.

AVOCADO



Mexico's main crop season is winding down over the next several weeks with fewer active growers and several others slowing harvests in anticipation of stronger late-season pricing. This has left to rapidly escalating field prices as packers compete for available fruit - with inventories tightening faster than usual. Current projections show roughly 36 million pounds weekly arriving in the USA - which is well below the typical consumption exceeding 60 million pounds per week. California production is ramping up (contributing 13-15 million pounds weekly) but won't fully offset the gap.

The upcoming Flor Loca crop in July is also projected to run about 9% below last year, so expect continued volatility. Reach out to Veg Fresh early to lock in consistent supply.

VEGGIES

Cilantro: price is steady and easy

Green & Black Kale: good volume and steady price

Brussels: steady supplies; will start firming up as we get closer to June

Corn: supplies will start to wind down south and pick up in Central Valley

Onion Leeks: good supply with steady prices

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

Broccoli Crowns: good volume and steady price with plenty of broccoli coming out of CA this week

Jicama: New crop good supply

Slicer Cucumbers: market has become extremely limited with prices on super selects now in the high 30s. The market continues to trend upward as we approach a transition period. Baja production is expected to start early to mid-June.

Eggplant: Nogales has finished on eggplant. Coachella and Thermal continue with light volume. The market has become extremely limited on #1s with prices now in the high 30s. Availability remains day to day as supplies stay tight.

Onions: the onion market is coming down slightly on reds and whites now that the Central California crop is going. Some Pacific Northwest storage reds and yellows are still available

POTATOES

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

Red & Gold: new crop California and Florida on reds, yellows and white potatoes now available. California crop will go for another 2 months. Quality is very good. Red B's are a little short and more expensive right now.

White: new crop white potatoes coming in from Florida ;and California are available with very good quality. Prices coming down.

Chipping: Veg Fresh is shipping chipper potatoes daily! We have a 10/5# "Fresh Fries" Chipping 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 - particularly on fancy 140s/115s.

Grapefruit: packing conventional Star Ruby's. Blush and interior color are excellent. Fruit sizing up peak on 23s through 40s. 48/56s are fairly limited.

Navels: packing some late varieties early June.

Valencia: we are running light volume on both conventional and organic. Need few days lead time to pack orders.

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 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. Canadian bells are looking good but very limited. Pricing going up.

CHILI PEPPERS

Current growing regions:

- Sonora, 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 - [fair supply](#)
- Shishito - [Good supply](#)
- Tomatillo - [Good supply](#)



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