

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



MARKET REPORT

TOMATOES

Outlook: after 3 to 4 months of severely impacted tomato supply, we are finally into dependable day to day supplies at reasonable prices.

Florida: these tomato producing harvest areas are all online or coming online this week. There has been a significant amount of rain along the Florida/Georgia border which has made harvest days a bit uneven but hopefully we will have some dry days ahead. Markets are in the low \$20s with good availability after Memorial Day.

Mexico: several tomato shippers with late supplies continue production on both vine ripe and roma tomatoes. Quality is very good. Markets in the mid to high teens for the best quality.

California: one California tomato producer has begun summer tomato harvest this week with more shippers coming online over the next few weeks.



Snacking tomato

- grape tomatoes same as last week - ample supplies on conventional grapes and light supplies on organic grapes
- medley tomatoes are in good supply on organic as well as conventional
- cherry tomatoes still remain short in supply with good demand

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

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

Green & Black Kale: good volume and steady price

Onion Leeks: good supply with steady prices

Italian & Curly Parsley: Mostly steady on both Italian and Curly, but still seeing a few higher quotes on the Italian.

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

Jicama: Good Supply

Slicer: Market remains strong, with prices continuing to stay elevated out of Nogales. Baja growers have started harvesting; however volume is very light.

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

Corn: Price higher with Coachella growers coming to an end and not much volume out of Central Valley yet.

Onions: the onion market is coming down slightly on reds and yellows with Mexico, the desert deal and Central California crop now going all at the same time. Seems to be more Mexican White onions available lately. Quality is good. Demand is good as well.

POTATOES

Russet: Russet cartons are moving up in price this week as the pack outs are not great.

Red & Gold: New crop from California and Florida on reds, yellow and whites now available. California crop will go for another 2 months. Quality is very good. Red A's and B's are a little shorter and more expensive right now. Idaho is finishing up on yellow, so California will be the main supply.

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! - Shipping all varieties of conventional sweet potatoes. 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 is primary out of D2 now. The fruit looks to be heavier to choice grade and peaking on medium to large sizing.

Grapefruit: Packing conventional Star Rubys. Blush and interior color are excellent. Have good volume all sizes and peaking on fancy grade.

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 remains stable, not expected to strengthen due to softer demand following Memorial Day Holiday. Large fruit 110s, 150s continue to be limited and prices remain higher end of market. Best value and peak sizing continue to be in the smaller sizes 230s and 200s. Quality is expecting to gradually decline due to the weather - high heat and limited rainfall.

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: steady volume from Mexico. Canadian bells are looking better. Starting to see more volume.

CHILI PEPPERS

Current growing regions:

- Chihuahua, MX
- Baja, MX
- Coachella, USA
- Florida, USA

Stable supply on most chili peppers

- Jalapeño - Good supply
- Serrano - Good supply
- Anaheim - improving supply
- Caribe - improving supply
- Red Fresno - Domestic crop begins
- Habanero - good supply
- Pasilla - improving supply
- Thai chili - Limited Supply
- Shishito - Limited Supply
- Tomatillo - Good supply



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