

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



MARKET REPORT

TOMATOES

Florida: tomato growers in Palmetto/Ruskin have entered spring tomato harvest now. Abundant supplies has pricing beginning to trackback to normal levels. Quality is excellent.

Mexico: early spring harvest in Jalisco and Baja California is beginning. Better and more consistent supplies have enabled markets to begin trending back to normal.

California: summer tomato crop scheduled to begin mid June in about 5-6 weeks.



Snacking tomato

- conventional grape tomatoes remain in good supply and pricing is in the promotable state
- organic grapes are less supply and pricing is 25 to 30% much higher than conventional
- medley tomatoes are short on organic but good supplies on conventional
- cherry tomatoes remain short with signs of more volume around the corner

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 coming to the end of the Mother's Day pull period for East Coast destinations. West Coast destinations will extend into Thursday. Strawberry availability is still limited due to cooler temperatures and overcast skies. We expect availability to improve moving into the weekend, with the demand tapering for the holiday, while temperatures increase slightly over the next few days through the weekend.

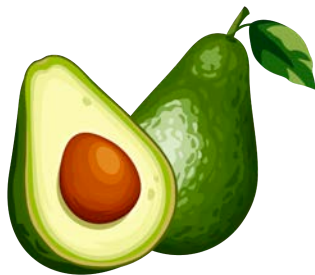
- Santa Maria/Oxnard - warmer weather and steady production
- Salinas/Watsonville - warmer weather and increasing production

Blueberries: production is increasing in California. There has been some heavy rain in Georgia which has impeded harvest in that area. Central Mexico is still producing some light volume. The Pacific Northwest region should begin producing in 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 2 weeks.

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: mostly steady with a few high prices.

Green & Black Kale: good volume and steady price.

Onion Leeks: steady prices and supply.

Italian & Curly Parsley: steady price on the curly, higher price remains on the Italian.

Broccoli Crowns: mostly high price still, with a few slightly lower prices in Santa

Brussels: price higher with strong demand these past few days, shippers firmed up pricing.

Corn: steady price with good volume available this week out of Coachella

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 and next week with some whites and yellows.

Maria.

Jicama: New crop good supply - La Paz MX.

Slicer Cucumbers: the market has become more active as the Nogales season approaches its end. Production out of Baja is expected to begin mid to late May. Availability is anticipated to tighten over the next few weeks.

Eggplant: supplies remain plentiful. Availability out of Nogales and USA growing regions. Volume is steady.

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 is strong. Very limited on fancy 115/140s. Good volume on choice grade.

Grapefruit: packing conventional Star Ruby's and have steady volume on all sizes and both grades. Blush and interior color are excellent.

Navels: gapping for 2 weeks then start some late varieties. Anticipate finishing around the end of May.

Limes: the lime market pricing decline has stabilized. Pricing starting to regain some upside approaching the Mother's Day holiday weekend. Currently not expecting a sharp price spike however, pricing could remain relatively firm. Sizing still peaking on 230s and 200s with increase 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 weather currently is high temps and limited rainfall.

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

BELL PEPPERS

Bell Peppers: steady volume on Green Bells and Red out of Mexico that are 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
- Sonora, MX
- Coachella, USA

Supply is becoming more stable on most chili peppers

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



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