

{{ time\_now|date:"January 2, 2006" }}



# MARKET REPORT

## TOMATOES

**Florida:** is back to normal production. Seeing excellent quality and better availability on romas and rounds, week over week. Pricing will begin to ease down over the next few weeks.

**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.

**Organic Heirlooms:** Harvest out of Mexico is gapping. Extremely limited harvest out of Baja. New volume crops will not begin until late June. Demand exceeds supply. Markets continue to elevate.

**Heirlooms:** Harvest out of Mexico remains extremely limited. Existing plantings producing very little harvest due to disease issues. All growing regions are experiencing crop transition gap. Demand exceeds supply. Markets continue to elevate.



**TOV's:** fair to good supplies out of Mexico. Canadian production is still slow to start. FOB pricing is holding in the mid-teens to high teens. There is still good demand and should continue through Memorial day weekend.

**Organic TOVs:** light to fair supplies out of Mexico. Canada fair production also. FOB cost is \$20.95 to \$22.95. Movement has been steady to good.

**Beefsteak:** fair supplies out of Mexico continue. Canada has better availability and should continue through the summer. FOB cost has dropped to high teens/low \$20s. Some shippers are still selling at higher cost. Fair to good demand. Big vine ripe market is still in the \$30.95 range.

**Organic Beefsteak:** not seeing any improvements on availability on organic beefsteak tomatoes. Our growers will not start new production until mid-July. FOB cost is in the high \$30s to low \$40s if you can find anything. Demand exceeds availability.

**Organic Roma:** good supplies out of Mexico for now. Let's see how things continue. FOB cost is mostly in the mid to high \$20s with a few quotes on the low \$30s. Fair to good demand.

### 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

## CUCUMBERS

**Persian:** heavy volume continues out of Mexico and Canada on all Persian Cucumbers. Excellent quality and costs are low. Great time to promote!

**English:** heavy volume out of Canada and Mexico. Costs are friendly and it's a good time to promote.

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

**Slicer:** 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.



## SQUASH

**Organic Hard Squash:** good supplies on butternut squash out of Mexico. Spaghetti squash is very tight and may gap for about a week. Acorn squash is also short this week as it transitions to a new growing area.

**Organic Soft Squash:** zucchini has steady volume out of Mexico. Looking that yellow squash will be gapping or very limited supplies. California should start around June 1st.

**Italian Squash:** Nogales season is nearing its end with growers seeing the final stages of harvest. Production has started in Santa Maria and Selma. CA quality is excellent with good overall condition and appearance.

**Yellow Squash:** availability out of Nogales is extremely limited as the season winds down. Selma has begun production. Santa Maria is expected to start within the next week. Prices remain elevated, specifically on good quality product.

## FRUIT

**Organic Apples:** storage apples out of the Northwest at the moment and costs are high. Imported apples coming in from New Zealand.

**Mango:** lower volumes on red mangos coming from Oaxaca right now. Market is firming up some as volume looks to be off this year. Quality is good.

**Organic Mango:** Mexican organic mango market is tight as volumes are off so far. 9ct and 10ct are tighter in supplies. More 8ct available.

**Pineapple:** Market is steady this week. Not much extra fruit out West. Decent supplies from Mexico right now though. Strong demand is expected in the upcoming months.

### 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 variables 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.

## VEGGIES

**Cilantro:** steady prices and supply

**Green & Black Kale:** good volume and steady price

**Onion Leeks:** good supply with steady prices

**Onions:** the onion market is settling in now that the desert and central California is now starting up. Mostly white and yellows coming in from California now. Reds and yellows are still shipping from the Pacific Northwest. Market moved up again this week. White onion market has dropped quite a bit this last week.

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

**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.

**Brussels:** good supplies

**Organic Brussels:** Mexicali – limited volume. Guaymas brussels sprouts ranch is burning out early this year. Continued high heat and lack of winter has caused increased quality issues with aphids and whitefly. Grower had transition back to Mexicali for next week and then transition to new fields in Rayon.

**Green & Red Cabbage:** steady price on the green and red is higher and limited

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

**Organic Onions:** most organic onions are now new crop out of Arizona, Texas or Southern California. Quality has been fair with pricing stable.

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

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

## POTATOES

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

**Red & Gold:** New crop from Florida on reds, yellow and whites now available. California crop will go for another 2 months. Quality is very good.

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

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

**Organic Potatoes:** organic gold and red potatoes are in a light gap due to limited growers. The main supplier for this period is in between fields. Supply on large size potatoes is very limited however, supply on B size is more available. Organic russet potatoes continue to be out of storage out of the North West.

**Sweet Potatoes:** organic sweet potato market continues to elevate each week due to dwindling supply. With new crop due in mid July. Growers are worried about having enough to make it through until then. Quality has been good so far. Since this is the end of their storage crop we don't advise holding on to them any longer than needed. For conventional sweet potatoes the market mirrors the organic market - 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.

**Organic Lemon:** we are going to pack fresh California district 2 organic lemons this week.

**Grapefruit:** Packing conventional Star Rubys. Blush and interior color are excellent. Fruit sizing up peak on 23/27s 48/56s lighter.

**Organic Grapefruit:** Organic peaking on 23/27/32s. We do have smaller fruit and bags - just need to book in advance.

**Navels:** may finish season earlier - early to mid June.

**Organic Navels:** we are done packing organic navels and we are starting to harvest fresh crop valencias.

**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 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 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.

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



## BELL PEPPERS

**Organic Green:** Coachella has started with limited supply. Prices are very high.

**Organic HH Color:** waiting for Jalisco, Mexico growing region to be ready for harvest in about another week. Some coming in now, mostly medium and large. Canada production has started but its minimal for about 2 more weeks. Volume typically becomes more plentiful in June - September.

**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.

**Organic Mini Sweet Peppers:** available out of Mexico. Prices firming up. Coachella USA has started.

## CHILI PEPPERS

Current growing regions:  
◦ Sinaloa, Mexico

- Jalapeño - good supply
- Serrano - good supply
- Anaheim - improving supply

- Baja, Mexico
- Coachella, USA

Stable supply on most chili peppers.

- Caribe - improving supply
- Red Fresno - **GAP**
- Habanero - **good supply**
- Pasilla - improving supply
- Thai chili - **Good supply**
- Shishito - **Good supply**
- Tomatillo - **Good supply**



## Veg-Fresh Farms

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