

{{ 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 track back 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 5-6 weeks.

**Organic Heirlooms:** Harvest out of Mexico is extremely limited. Limited harvest out of Baja. New volume plantings remain approximately 3 weeks away. Until then harvest will remain limited. Markets continue to elevate.

**Heirlooms:** Harvest out of Mexico remains limited. New plantings are 3 weeks away. Until then harvest will remain limited. Markets have elevated.



**TOV's:** fair to good supplies out of Mexico. Canadian production is slowly picking up. FOB pricing is mostly in the mid-teens. Seems like it may stay there for now. We are still seeing good demand.

**Organic TOVs:** light to fair supplies out of Mexico. Like the conventional TOV's, Organics are finally starting up out of Canada. FOB costs are ranging from \$22.95 - \$28.95 based on quality. Movement has been steady to good.

**Beefsteak:** fair supplies out of Mexico. Production is slowing down and we will not see new production until July. Canada will be the main player moving forward. FOB costs have been in the high \$30s to low \$40s. We are now seeing pricing dropping into the \$20s with a few quotes still in the low \$30s. Good demand for now. We are seeing a few more vine ripe tomatoes now and that is causing beefsteak cost to dip.

**Organic Beefsteak:** very limited availability. Mexico is done and not much new production out of Canada. FOB costs are in the high \$30s and higher if you can find anything. Demand exceeds availability.

**Organic Roma:** good supplies out of Mexico. There is a range on quality out of Mexico. FOB cost is in the low to mid \$20s for fair quality. Good quality roma tomatoes are mostly in the low to mid \$30s. Good demand for good quality product.

### **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% 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

## **CUCUMBERS**

**Persian:** heavy volume continues out of Mexico and Canada on all Persian Cucumbers. Costs remain low and it's a great time to promote! Excellent quality.

**English:** volume is increasing from Canada and costs are dropping a bit. Supplies will remain steady and it's an excellent item to push.

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

**Slicer:** 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.

## **SQUASH**

**Organic Hard Squash:** good supplies on acorn and butternut out of Mexico. Spaghetti squash is tight and costs are up.

**Organic Soft Squash:** zucchini and yellow squash have limited volume out of Mexico. Prices are going up quick. California should start around June 1st.

**Italian Squash:** prices remain elevated. Production has begun in Santa Maria and Selma helping supplement availability. Nogales is nearing the end of its season.

**Yellow Squash:** availability out of Nogales is extremely limited as the season winds down. Selma has begun production. 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 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.

## **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 Maria.

**Jicama:** New crop good supply - La Paz MX.

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

**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.

**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.

**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:** steady volume out of Mexico.

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

Grower had transition back to Mexicali for next week and then transition to new fields in Rayon.

**Green & Red Cabbage:** prices steady on green cabbage. Red is higher and limited.

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

## 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

**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 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 growing areas. The current weather is high temps and limited rainfall.

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

**Lemon:** Conventional demand is strong. Very limited on fancy 115/140s. Good volume on choice grade.

**Organic Lemon:** Organic California lemons are extremely limited and fruit is extra-large (56/63s). Imports look to be limited this summer as well.

**Grapefruit:** Packing conventional Star Rubys have steady volume on all sizes and both grades. Blush and interior color are excellent.

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

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

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

## 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 2-3 weeks. Canada production has started but its minimal for about 2 more weeks. Volume typically becomes more plentiful for us 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:** beginning to get limited volume out of Mexico. Prices firming up. Expecting Coachella to start this weekend.

## CHILI PEPPERS

Current growing regions:

- Sinaloa, Mexico
- Sonora, Mexico
- 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



## Veg-Fresh Farms

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