

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



# MARKET REPORT

## TOMATOES

**Florida/South Carolina:** Two growers currently harvesting in these areas. Moderate volume this week with the possibility of showers on Saturday. Adequate supplies tracking in the high teens for the best quality.

**Mexico:** Fair to light vine ripe and Roma volume crossing in McAllen, Texas, Nogales, Arizona, and Otay Mesa, California. High teens to low \$20.00s for the best quality.

**California:** Two of the seven tomato operations are currently in production. Expect there to be more growers entering into tomato harvest over the next few weeks.



### Snacking tomato

- conventional grape tomatoes as well as organic grapes are going to be in a 2 to 3 week short supply gap. Expect the markets to rise significantly
- organic medley tomatoes are in short supply with good demand while the organic medley tomatoes have no demand long supply
- cherry tomatoes have less supply but great demand. We expect markets to stay elevated

## LETTUCE

**Green Leaf:** quality and weights are good. Market continues to be elevated.

**Romaine:** quality is expected to be just ok. Weights are light with slight cupping. Demand is good with light supply. Pricing is up.

**Cabbage:** the red cabbage market is elevated. Green and Napa cabbage is in good supply.

**Iceberg:** the iceberg market remains elevated with decreased volume available. Virus and disease are causing major issues in the crop. Harvest crews are going into fields early to

save quality. Expect smaller heads and lighter weights the next two weeks.

## BERRIES

### Strawberries

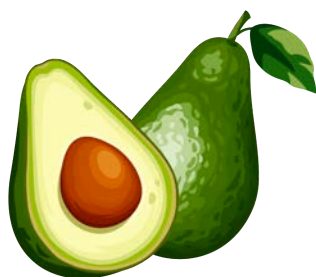
- Santa Maria - This region is experiencing a rapid seasonal decline as plant cycles near the end of production. Many orders originally scheduled to load from this area are being shifted north, increasing demand pressure in those regions.
- Salinas/Watsonville - Volumes are improving as we approach the end of the week. Day-to-day temperature fluctuations continue, creating challenges in accurately forecasting field-level harvest estimates. Quality has been strong, as the industry has moved past the culling and cleanup efforts that followed last week's rain. Shippers are expecting an increase in harvest volumes next week as plants continue to recover and weather conditions become more consistent.

**Blueberries:** Supply will remain light across key growing regions, including California, Central Mexico (CMEX), North Carolina, and Georgia. The Pacific Northwest is expected to begin light production this week, with volume coming out of Oregon and Washington. Production in Central Mexico is facing quality challenges and is expected to decline quickly as the season winds down. Michigan will begin in two more weeks.

**Blackberries:** No significant changes to report. Production remains steady out of both CMEX and California, while demand continues to be light.

**Raspberries:** Production remains consistent in both Central Mexico and California, with demand currently on the lighter side.

## 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:** Steady price

**Brussels:** steady supplies this week

**Green & Black Kale:** mostly steady price

**Onion Leeks:** Market is steady

**Italian & Curly Parsley:** Mostly steady on both Italian and Curly.

**Broccoli Crowns:** Price firming up a bit with steady supplies.

**Jicama:** Good Supply

**Slicer:** Market has eased up and prices have adjusted back to more normal levels. Baja growers began harvesting this week, which has increased overall availability

**Eggplant:** Coachella and Thermal continue with light volume. The market remains extremely limited on #1s. Availability remains day to day as supplies stay tight.

**Corn:** higher out of California with prices slightly increasing on bicolor and yellow; white is steady

**Onions:** The onion market is moving up slightly on yellows and also on reds as the desert winds down. California new crop yellow onions are clean and the skins are setting better. The Central California crop is now going on all 3 colors, but mostly yellows, some reds, few whites. Mexican white are in decent supply for another 3 weeks or so. Quality is good!

## POTATOES

**Russet:** Russet cartons are up again on price this week as the pack outs are not great in the storage sheds. Bags are moving up slightly as well.

**Red & Gold:** New crop from California and Florida; reds, yellow, and white potatoes are now available. Yukon pricing has moved up as most PNW growers are done now. 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.

**White:** new crop white potatoes coming in from Florida and California are available with very good quality. Demand and pricing is decent.

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

**Sweet Potatoes:** Supply continues to dwindle due to the end of the year. Quality has remained fair, though pricing will continue to creep up till new crop starts at the end of July.



## 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. Market is very tight. Imports arrive early July.

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

**Navels:** Conventional navels shipping late varieties. Crop expected to run through July.

**Valencia:** Conventional Valencia's have good volume on all sizes and both grades.

**Limes:** The lime market has continued to downward price trend post memorial day holiday. A significant price difference exists between small fruit 250s, 230s, and 200s and large fruit 175s, 150s, and 110s. Larger supplies remain in smaller fruit while larger fruit continues to be limited. Growers has prioritized harvesting current production which the crop continues to peak on smaller fruit, rather than allowing fruit time to increase size. Large fruit expected to remain limited through the month of June/July. Recent high temperatures and dry conditions have contributed to quality concerns. Current forecast rainfall is expected, and may provide some relief. Could improve overall production into summer months.

## BELL PEPPERS

**Bell Peppers:** California has very good quality and good supply on all colors.

**HH Bells:** Mexico and Canada are seeing lower pricing with higher 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 - Good Supply  
Caribe - Good Supply  
Red Fresno - Domestic Crop Begins  
Habanero - Good Supply  
Pasilla - Good Supply  
Thai Chili - Limited Supply  
Shishito - Limited Supply  
Tomatillo - Good Supply



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