

{{ 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

- Both organic and conventional have demand exceeding supply right now. Good demand for the 4th of July coupled with weather in Georgia and South Carolina has created a strong demand market.
- Conventional medley tomatoes are in great supply, aggressive pricing and a good time to promote. However, organic is very few and demand is exceeding supply.
- Cherry tomatoes are starting to become short but we still have good supply.

Purple Crush: now available again! Reach out to your sales rep for more info :)

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

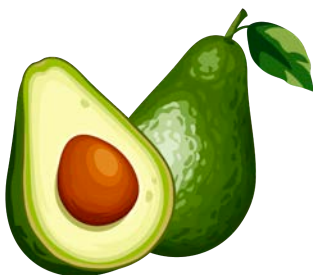
- Santa Maria - Warmer weather last week has temporarily increased field estimates despite the season winding down. The production may end more abruptly due to the late season flush we are currently experiencing. New crop fruit for the late summer/fall plantings is expected to yield in August/September.
- Salinas/Watsonville - Volumes have vastly improved due to the warm temperatures we experienced last week. Harvest are expected to continue to increase going into next week as these areas move into peak production.

Blueberries: Central Mexico is finished. North Carolina and Georgia are very light due to quality issues. The Pacific Northwest is beginning light production at the end of this week. Michigan starts in about two weeks, creating a 4-8 day supply gap during transition into the PNW season.

Blackberries: Markets are soft due to quality challenges and low demand. California production is increasing with warmer weather over the next several weeks.

Raspberries: Markets firming as Mexican supply is declining faster than expected while California production ramps up. Baja production will begin to increase in July.

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: Market is steady

Brussels: steady supplies this week

Green & Black Kale: mostly steady price

Onion Leeks: A few higher prices but overall market is steady.

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

Broccoli Crowns: Steady supplies and price.

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 and very limited on all three colors; White, bicolor, and yellow.

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. Grower has prioritized harvesting current production which the crop continues to peak on smaller fruit, rather than allowing fruit time to increase size. Thus, smaller sizes are experiencing the greatest pricing pressure, and larger fruit continues to command higher pricing. Recent high temperatures and dry conditions have contributed to quality concerns. Current forecast rainfall is expected, and may provide some relief that could improve overall production into the 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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