

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



MARKET REPORT

TOMATOES

Outlook: other than keeping an eye open for adverse weather in the Southeast and Baja California, it's time to start selling tomatoes again. Seeing aggressive roma tomato ads already in Los Angeles.

Tennessee/South Carolina: South Carolina tomato harvest will begin transitioning to Tennessee this week. Quality and availability is good.

Baja California: Baja is currently in full production on both vine ripe roma and round tomatoes. Quality and availability is excellent.

California: All tomato growers are now harvesting in the Central Valley both roma and round tomatoes. Quality and availability is excellent.



Snacking tomato

- grape tomatoes are VERY short in supply as East coast and West coast are in a large gap. Holiday demand exceeds supply
- organic grape: extremely limited
- medley: conventional are in good volume while organic medley tomatoes are super short
- cherry: in good supply

Purple Crush: now available again! Reach out to your sales rep for more info. Currently hitting good volume and peaking in supply.

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

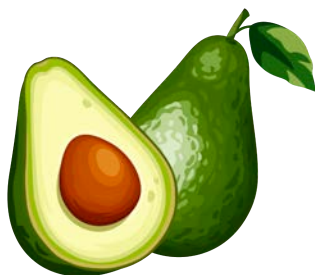
- Santa Maria - the region is still in a seasonal decline as plant cycles near completion. Recent updates indicate new crop fruit for the late summer/fall plantings is expected to yield in as little as 2 to 3 more weeks.
- Salinas/Watsonville - ideal weather has helped overall quality as shippers get a better grasp on the over production that occurred last week. A sharp increase in production caused many growers to push the limited labor available to pack at a faster than usual rate to stay on top of the high yields. We saw some quality issues surface upon arrival. We have moved past most of the fruit that was compromised by the heat we experienced 2 weeks ago. Cooler days and nights are in this week's forecast, allowing the plants to recover and let the fruit firm up.

Blueberries: Central Mexico is finished. North Carolina and Georgia are very light due to quality issues. The Pacific Northwest has begun with light production, which is expected to increase slowly week over week. Michigan starts in about two weeks. Some growers are reporting very light initial offerings already.

Blackberries: Central Mexico production is lower. California production is increasing slightly with the warmer weather we experienced last week.

Raspberries: Markets firming as Mexican supply is declining faster than expected while California production slowly ramps up over the next few weeks. 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: good volume quantity with steady prices

Green & Black Kale: steady price

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

Italian & Curly Parsley: steady volume and price on both Italian and Curly.

Broccoli Crowns: mostly steady supplies out West with price firming up slightly

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.

Brussels: slightly higher with shippers slowly starting to firm their prices up.

Corn: Higher and very limited on all three colors. Looking to be short for the 4th pull.

Onions: The market is jumping up on all white onions and also moving up on price on reds and yellows as the desert is done and the July 4th holiday is approaching. Demand exceeds supply on white onions as only a few are still crossing from Mexico and there are only a few California growers with good white onions.

POTATOES

Russet: Russet cartons have spiked up quite a bit on price this week as the pack outs are not great in the storage sheds. 5 and 10 lb russet 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 Pacific Northwest growers are done and there are only California potatoes now. California crop will go for another 2 months. Quality is very good. Red A's and B's moved up in price this past week. Size C's are very short.

White: potatoes from California are available. Size C's are very short. Very good quality. Demand and pricing stayed the same.

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 small 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 demand has picked up as navels quality (dryness) deteriorates.

Limes: The lime market has continued to downward price trend. A significant price difference exists between small fruit 230s, and 200s and large fruit 175s, 150s, and 110s. Larger supplies remain in smaller fruit while larger fruit continues to be limited. Smaller sizes are experiencing the greatest pricing pressure and larger fruit continue to command higher pricing.

BELL PEPPERS

Bell Peppers: California has very good quality and good supply on reds and yellows. Green is limited with higher prices.

HH Bells: Mexico and Canada are seeing lower pricing with higher volume.

CHILI PEPPERS

Current growing regions:

- Chihuahua, MX
- Baja, MX
- Coachella, 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 - limited Supply
Thai Chili - Limited Supply
Shishito - Limited Supply
Tomatillo - Good Supply



Veg-Fresh Farms

1400 West Rincon Street, Corona, CA 92878

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