

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



MARKET REPORT

TOMATOES

Outlook: after 3 to 4 months of severely impacted tomato supply, we are finally into dependable day to day supplies at reasonable prices.

Florida/Georgia/South Carolina: After quite a bit of rain last week, Florida is winding down for the season as Georgia and South Carolina begin to ramp up. Good availability on all sizes and new crop quality.

Mexico: Good supplies of both vine ripe and roma tomatoes crossing from Mexico into the U.S from McAllen, TX, Nogales, AZ, and Baja California.

California: One tomato grower began harvest last week, another will start summer tomato harvest this week. By late June, all 6 growers will be in summer harvest mode. There was some rain on the growing area last week but it has dried out and warmed up quite a bit since then.



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 is 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. Pricing is expected to remain elevated for another 2-4 weeks. Weather issues and INSV virus are affecting crops. Quality is average at best.

BERRIES

Strawberries

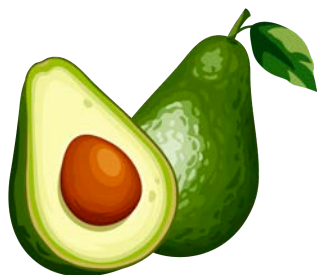
- Santa Maria - this area is experiencing the seasonal decrease in numbers due to the plantings reaching the end of their natural growth cycles.
- Salinas/Watsonville - Last weeks rain event has caused harvesting crews to go through the fields at a slower pace as they clean and cull the plantings. This process usually takes two to three days to complete. We should see better numbers of fruit as we move into the weekend. Yields are low but steadily increasing.

Blueberries: Supply remains strong across multiple growing regions, including California, Central Mexico (CMEX), North Carolina, and Georgia. The Pacific Northwest will begin contributing next week in a light way, with product from Oregon and Washington entering the market. Central Mexico production will decrease in numbers as that area approaches the end of its season.

Blackberries: Steady production continues out of both Central Mexico and California. Demand remains 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

Brussels: steady supplies this week

Cilantro: price is active seeing a few high quotes this week

Green & Black Kale: mostly steady price

Onion Leeks: good supply with steady prices

Italian & Curly Parsley: Mostly steady on both Italian and Curly, but still seeing a few higher quotes on the Italian.

Broccoli Crowns: good supplies and plenty coming out of California

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 steady and quality is good overall. California new crop yellow onions are clear but have no skins set. The central California crop is now going on mostly yellows and reds are coming soon. The desert deal is winding down. Mexican white onions are in good supply for another 3 weeks or so. Quality is good!

POTATOES

Russet: Russet cartons are steady this week as the pack outs are not great in the storage sheds.

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. Idaho is finishing up on yellows, so California will be the main supply.

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: market mirrors the organic markets; supply is dwindling. Of the 4 colors, white flesh is the most available.

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.

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

Navels: harvest some lates (Barnfields) to harvest mid to late June.

Valencia: conventional valencia's have 72's and smaller. We do have 113/138s but need to prebook.

Limes: The lime market finally started downward trend in pricing last week. Not expected to strengthen due to softer demand following Memorial Day Holiday. Large fruit 110s, 150s continue to be limited and prices remain higher end of market. Best value and peak sizing continue to be in the smaller sizes 230s and 200s. Quality is expecting to gradually decline due to the weather - high heat and limited rainfall.

BELL PEPPERS

Bell Peppers: red and green bells out of Mexico ending very soon. Volume and quality out of Coachella and Fresno is very good.

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 - Improving Supply
Caribe - Improving Supply
Red Fresno - Domestic Crop Begins
Habanero - Good Supply
Pasilla - Improving Supply
Thai Chili - Limited Supply
Shishito - Limited Supply
Tomatillo - Good Supply



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