

{{ 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 summer tomato operations are currently in production. Expect there to be more growers entering into tomato harvest over the next few weeks.

Organic Heirlooms: Harvest has begun out of Baja. Forecasting volume to increase week by week. California crops will begin early July.

Heirlooms: Harvest has started out of Mexico. New crop out of Canada has begun as well. Harvest is steady and markets are down. New crop out of California will begin mid July.



TOV's: Heavy supplies continue out of Mexico and Canada. We should see Mexican production winding down. Expect most of these to finish by the week of June 22nd. Possibly sooner due to low pricing. Prices are being quoted to move. Mexico is mostly \$6.13 FOB (Mythical Minimum). Canada, \$5.00-\$10.00 delivered. Fair to good demand.

Organic TOVs: Good supplies out of Baja, Mexico and Canada. FOB cost mostly \$16.95. Deals are being made to move volume. Movement has been steady.

Beefsteak: Fair to good supplies out of Mexico. Good to very good supplies out of Canada. FOB out of Mexico \$9.00-\$10.00 and delivered cost out of Canada \$14.00-\$16.00. Deals are being made. Demand has been fair to good.

Organic Beefsteak: There is some availability on older field production with mostly small sizing. New production will be starting up in Mexico, mid to late July. FOB cost in the low

\$20's. Fair demand.

Organic Roma: Lighter supplies out of Mexico. Old field crops are finishing up. We will see shortages by the end of June. New production out of Baja and Mexico will start sometime in July. Waiting for information on the projected start dates. FOB cost is mostly in the \$26.95-\$28.95 range. Seeing very good movement.

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

CUCUMBERS

Persian: Mini cucumbers have tightened up out of Mexico and costs are up a bit. Better volume on organics versus conventional. Good time to promote organic mini cukes!

English: heavy volume out of Canada and Mexico on organic and conventional euro cucumbers. Costs remain very low and it's a good time to promote.

Organic Slicer: We will have cucumbers 1 to 2 more weeks out of Mexico then California should start up.

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.

SQUASH

Organic Hard Squash: Acorn and Spaghetti will gap until late June when CA starts.

Organic Soft Squash: Most growers are done out of Mexico. California is starting this week with limited supply. Good weather this week should increase supply.

Italian Squash: Santa Maria, Selma and Baja are in full production, while Nogales continues to wind down. Availability remains plentiful. Great time to promote.

Yellow Squash: Prices have come down from elevated levels seen in previous weeks. Santa Maria and Selma are now in full production, providing improved availability and helping to stabilize the market.

FRUIT

Organic Melons: Brentwood, CA is estimated to start around July 7th with good quality and volume.

Organic Apples: storage apples out of the Northwest at the moment and costs are high. Imported apples coming in from New Zealand.

Mango: Michoacan growing area will be done in 2 weeks. Nayarit pricing will be higher than normal. Demand and pricing is up slightly. There are Ataulfo mangos available mostly 14-16ct. Good supplies for the next 4 weeks.

Organic Mango: the Mexican Organic mango market and demand are steady this week. Overall volumes are down versus typical years. Quality is good. The season will go into early August.

Pineapple: The pineapple market is off again this week. Demand is not very good as stone fruit has started up. Some riper fruit is being quoted cheap. Very little Mexican fruit is crossing due to low prices in the US.

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 weeks 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 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.

VEGGIES

Cilantro: Steady price

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

Brussels: steady supplies this week

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, and few whites. Mexican white are in decent supply for another 3 weeks or so. Quality is good!

Organic Onions: Market has been fairly steady. Production has been out of El Centro, Texas, and now new crop out of Central California. Quality has been hit or miss depending on the region, which is common this time of year.

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

Green & Red Cabbage: steady price on the green, red is higher and limited.

Corn: Price higher out of California with prices slightly increasing on bicolor and yellow. White is steady.

Organic Eggplant: Product will finish up in a week or two out of Mexico.

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

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 on reds, yellow and whites 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 are 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.

Organic Potatoes: Production out of the Desert and central California continues. More volume on gold potatoes than red potatoes this year.

Sweet Potatoes: Supply continues to dwindle due to the end of the year. Quality has remained fair, although 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.

Organic Lemon: remains very limited. Imports will start to arrive in a light way in late June.

Grapefruit: Packing conventional Star Rubys. Blush and interior color are

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

excellent. Have good volume all sizes and peaking on fancy grade.

Organic Grapefruit: Organic volume is steady, and quality is good, but exterior blush is light this time of year.

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

Organic Navels: we are done packing organic navels and we are starting to harvest fresh crop Valencia's.

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.

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

Organic Valencia: Organic fruit shipping steady volume on all sizes and can pack 4# and 3# bags.



BELL PEPPERS

Organic Green: Coachella finishing up and Fresno/Bakersfield starting this week with limited supply. Prices are very high.

Organic HH Color: Starting to see Central Mexico produce. Canada production is back in swing. Volume typically becomes more plentiful in June-September.

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.

Organic Mini Sweet Peppers: Mexico is in a gap and has reduced volume until new fields start up in Baja. Baja projected to start end of next week. Coachella has reduced volume. Prices starting to increase.

CHILI PEPPERS

Current growing regions:

- Chihuahua, Mexico
- Baja, Mexico
- Coachella, USA
- Florida, USA

Stable supply on most chili peppers.

Jalapeno - Good Supply
Serrano - Good Supply
Anaheim - Improving 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



Veg-Fresh Farms

1400 West Rincon Street, Corona, CA 92878

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