

{{ 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 remains steady out of Mexico and Baja. Forecasting harvest to remain steady for balance of June and into July. California crops will begin early-July.

Heirlooms: Harvest is improving out of Mexico. Crops out of Canada remain steady. Markets are stronger against origin of Canada. New crop out of California will begin mid-July.



TOV's: Supplies out of Mexico are starting to slow down. Canada continues to have good availability. FOB quotes on Mexican product is \$6.13-\$7.00. Canada is quoting mostly \$8.00-\$9.00 delivered. Fair to good demand. We should see demand pick up as the 4th of July is just a few weeks away.

Organic TOVs: Fair supplies out of Mexico. New production should start up in 3-4 weeks. Good supplies out of Baja and Canada. FOB cost is mostly in the \$16.95 range. Deals are being made to move volume. Movement has been fair to steady.

Beefsteak: Mexican production is winding down. Good production on Canadian product. Quotes on Canadian product \$13.00-\$14.00 delivered. Deals being made on high volume orders. Demand has been fair to good.

Organic Beefsteak: Light supplies on older field product out of Mexico. We are 3-4 weeks away on the start of new production. Supplies on Canadian product is fair to good. FOB cost is mostly in the low to mid \$20's. Demand is fair.

Organic Roma: We are seeing new production starting up out of Mexico. Without any weather issues we should see good availability through the summer. FOB cost is ranging anywhere from \$22.95-\$26.95. Good demand and should continue through the 4th of July.

Snacking tomato

- Both organic and conventional grape tomatoes 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 have great supply, aggressive pricing and good time to promote. Organic however are very few and demand is exceeding supply.
- Cherry tomatoes supply is starting to become short but we still have good supply.

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

CUCUMBERS

Persian: Heavy volume again on conventional and organic Persian cucumbers. Low costs and great quality! Excellent time to promote organic mini cucumbers.

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 are still gapping. New crop California squash should start at the end of June. Still getting organic Butternut out of Mexico.

Organic Soft Squash: California is in full swing this week with good supply. Sizing needs to increase, still a little cool.

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 - Warmer weather last week has temporarily increased field estimates despite the season winding down. The production may end more abruptly due to the last 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 that we experienced last week. Harvests 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.

VEGGIES

Cilantro: Market is steady.

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: We are seeing steady supplies and price.

Jicama: Good supply

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

Brussels: steady supplies this week

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 and red is slightly higher still.

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

depending on the region, which is common this time of year.

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.

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.

Grapefruit: Packing conventional Star Rubys. Blush and interior color are 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 for the season with organic crop and are now packing Valencias.

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.

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 and Coachella both ended their growing season. Mexico is in a gap and has reduced volume until the new fields start up in Baja. Baja is projected to start up end of next week. Coachella has reduced volume. Prices have started to increase.

CHILI PEPPERS

Current growing regions:

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

Stable supply on most chili peppers.

Jalapeño - 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



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