

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



MARKET REPORT

TOMATOES

Outlook: other than keeping one 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 California 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.

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: Fair supplies out of Mexico. Good supplies out of Eastern Canada. Fair to good supplies out of Western Canada. FOB quotes out of Mexico is \$7.50 - \$8.00. Canada is \$8.00 - \$10.00 delivered. Deal buys as low as \$7.00. Fair to good demand. Not seeing things picking up yet for 4th of July.

Organic TOVs: Fair to good supplies out of Mexico, 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: Good production on Canadian product. Still seeing some production out of Mexico and the USA. Quotes on most product is \$12.00 - \$14.00 delivered. Deals being made on load volume. Demand has been fair to good.

Organic Beefsteak: We are still 2 to 3 weeks away from our Mexican product starting up. FOB cost is mostly in the low to mid \$20s. Fair to good demand.

Organic Roma: Fair to good supplies out of Mexico. Wide range of quality on available production. FOB cost on good quality is in the \$24.95 - \$26.95 range. Lower on fair quality. We are seeing good demand.

Snacking tomato

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

CUCUMBERS

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

English: supplies have tightened up as Canada is in a bit of a gap. Production in Mexico has also slowed down due to rain and cloudy conditions. Costs are up from recent weeks.

Organic Slicer: good volume out of all locations. Steady price.

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 starting up out of California next week. Butternut will start about a week or so later out of California, but there is still some product from Mexico available.

Organic Soft Squash: California is in full swing this week with good supply. Steady pricing.

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 Apples: limited supplies on storage apples out of the Northwest. Imported apples coming in from New Zealand. Costs are high on all apples.

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

Mango: supplies are tight on the smaller sizes. Demand is very good and prices are higher this past week. Ataulfo mangos have moved up in price as well.

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

Pineapple: The pineapple market is moving slightly as we start getting into the Natural Flotation period. Supplies will get very limited near the end of July. Demand is just fair. Some riper fruit is being quoted out cheaper. Very little Mexican fruit crossing due to the lower prices in the USA.

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 is beginning 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.

VEGGIES

Cilantro: good volume quantity with steady prices

Green & Black Kale: steady price

Onions: The onion 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

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

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

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. Looking to be short for the 4th pull.

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.

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 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 have spiked up quite a bit on price this week as the packouts are not great in the storage sheds. 5 and 10 lb russet bags 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 Pacific Northwest growers are done now 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.

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. Anticipate demand exceeds supply for most of summer. Mexican crop starts in August following by California D3 in September.

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.

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 continues to command higher pricing.

Valencia: Conventional Valencia's demand has picked up as navels quality (dryness) deteriorates.

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



BELL PEPPERS

Organic Green: still limited volume and high prices out of California

Organic HH Color: Starting to see Central Mexico produce. Canada production is back in swing. Pricing is coming down.

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.

Organic Mini Sweet Peppers: Baja Mexico and Fresno California started with limited volume.

CHILI PEPPERS

Current growing regions:

Jalapeño - Good Supply
Serrano - Good Supply
Anaheim - good Supply

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

Stable supply on most chili peppers.

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



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