

{{ 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 on both vine ripe and roma tomatoes crossing from Mexico into the U.S for 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.

Organic Heirlooms: Harvest is beginning out of Baja this week. Forecasting volume to increase week by week. California crops will begin mid July.

Heirlooms: Harvest remains limited. New crop out of Canada has begun. Limited harvest out of Guatemala. New crop out of California will begin mid-July. Markets remain strong!



TOV's: Mexico production should be finishing up in a couple of weeks. We will have to rely on Canadian production starting the 3rd or 4th week of July. New Mexican production will start up in August. Wide range of pricing. Mexican product mostly \$8.50 - \$9.00 FOB. Canada ranging from \$9.00 - \$11.00 delivered. Demand is fair to good. Overall business has slowed with better availability on romas and vine ripe tomatoes.

Organic TOVs: fair to good supplies out of Mexico and Canada. Mexican production will finish in a couple of weeks, like the conventional. FOB cost is mostly in the \$16.95 range. Deals being made on volume orders. Movement has been steady.

Beefsteak: fair supplies out of Mexico continue. Canada has better supplies but the pricing is quite a bit higher than Mexico. FOB cost is mostly in the \$12.00 - \$13.00 if you can find any. Canadian product cost is \$16.00 - \$18.00 delivered. Demand has been fair to good.

Organic Beefsteak: we are seeing some availability on older field production. New Mexican production is still at least 5-6 weeks away. Hearing much lower FOB cost, mostly in the low \$20s.

Organic Roma: fair to good supplies out of Mexico. They will be finishing up older crop production by the end of June. There will be some new crop production out of Mexico starting soon. Waiting for a confirmed start date. Baja should start production in late July/early August. FOB cost is mostly in low to mid \$20s but seems to be increasing. Expect cost in the mid to high \$20s. Fair to good demand for now.

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: steady volume on both organic and conventional mini cucumbers out of Mexico and Canada. Excellent quality, costs are friendly and its a great time to promote!

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

Organic Slicer: Good supplies coming out of Mexico, with pricing lowering.

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: good supplies on butternut squash out of Mexico. Acorn and Spaghetti will gap until late June when California starts.

Organic Soft Squash: Most growers are done out of Mexico. Yellow squash is gapping or very limited on supplies.

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: finishing up Holtville, California on organic melons. New crop Brentwood, California should start around July 7th.

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

Mango: Oaxaca growing area is done for the season. Michoacan and Nayarit area is packing reds. The red mango peak sizes are 7-9 ct, not as much smaller fruit available. There are also Ataulfo mangos available but mostly 14-16 count.

Organic Mango: the Mexican organic mango market has come down slightly as demand is high as volumes are down versus typical years. Quality is good, season will go through July 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.

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 week's 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 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.

VEGGIES

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

Onions: The onion market is steady and quality is good overall. California new crop yellow onions are clean 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.

Organic Onions: most organic onions are now new crop out of Arizona, Texas or

Broccoli Crowns: good supplies and plenty coming out of California

Jicama: Good supply

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, red is higher and limited

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

Southern California. Quality has been fair with pricing stable.

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

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. 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.

Organic Potatoes: organic gold and red potatoes are in a light gap due to limited growers. The main supplier for this period is in between fields. Supply on large size potatoes is very limited however, supply on B size is more available. Organic russet potatoes continue to be out of storage out of the North West.

Sweet Potatoes: organic sweet potato market continues to elevate each week due to dwindling supply. With new crop due in mid July. Growers are worried about having enough to make it through until then. Quality has been good so far. Since this is the end of their storage crop we don't advise holding on to them any longer than needed. For conventional sweet potatoes the market mirrors the organic market - 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.

Organic Lemon: remains very limited as D2 is limited

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

Organic Grapefruit: Organic sizing is now flipped. We have good volume on 36's and smaller. Large fruit is limited.

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

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

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 peakl sizing continue to be in the smaller sizes 230s and 200s. Quality is expecting to gradually decline due to weather - high heat and limited rainfall.

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

Organic Valencia: is steady volume on all sizes and can pack 4lb and 3lb bags.



BELL PEPPERS

Organic Green: Coachella has 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: 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.

Organic Mini Sweet Peppers: Mexico and Coachella both with excellent quality. Expecting pricing to decrease.

CHILI PEPPERS

Current growing regions:

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

Jalapeño - Good Supply
Serrano - Good Supply
Anaheim - Improving Supply
Caribe - Improving Supply
Red Fresno - Domestic Crop Begins
Habanero - Good Supply

- Florida, USA

Stable supply on most chili peppers.

Pasilla - Improving Supply

Thai Chili - Limited Supply

Shishito - Limited Supply

Tomatillo - Good Supply



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