

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



MARKET REPORT

TOMATOES

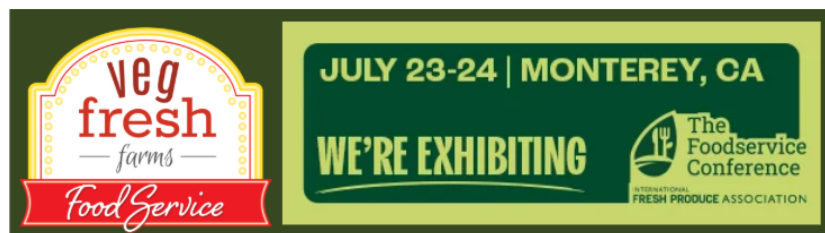
Tennessee: Tomato harvest in this area is a major source of fresh tomato supplies this time of year for the south and northeast receivers. They have experienced multiple days of torrential rainfall and it is continuing. It is impacting both available supplies and quality of product. Markets are in the high teens for what few that are available.

Mexico: Good supplies of both vine ripe round and roma tomatoes crossing in McAllen, Texas and San Diego, California. Markets in the high teens.

California: California tomato growing districts are enjoying warm weather and great quality. There is good demand due to the weather back east impacting tomatoes in Tennessee. Markets are on the high teens for best quality.

Outlook:

The ongoing investigation into the outbreak associated with leaf lettuce is creating apprehension in both retail and restaurant visitors alike. It is affecting demand for tomatoes and produce in general, and has become noticeable.



Check us out at booth #232



Snacking tomato

- Grape tomatoes are very short in supply and gapping on both the East Coast and in Mexico
- Organic grape tomatoes are even short than conventional
- Medley tomatoes are relatively steady, not much change.

- Cherry tomatoes decent supply

Purple Crush: now available again with amazing volume! Reach out to your sales rep for more info.

LETTUCE

Green Leaf: Quality and weights are good. Market has lowered.

Romaine: Romaine quality is ok, weights are looking good. Pricing has stabilized.

Cabbage: The red cabbage market is elevated. Green and Napa cabbage is in good supply with great quality.

Iceberg: All Iceberg from Veg-Fresh is packed and shipped from the USA. Market is low and quality is good.

BERRIES

Strawberries

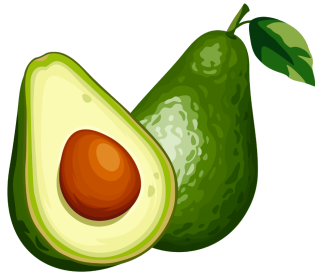
- Santa Maria - This area is experiencing the same humidity and elevated temperatures that are affecting the northern growing regions.
- Salinas/Watsonville - High humidity and slightly elevated temperatures are causing some problems in the fruit quality. Defects we are seeing include smaller berry sizing coupled with overripe fruit and excessive bruising. Crews are trying to keep the pack-out clean. We can expect reduced shelf life due to these issues. Some of these problems are not visible at the point of shipping but tend to become more apparent after arrival. We are expecting another cooling trend as we move into the weekend.

Blueberries: There is good volume coming from Oregon and Washington. Michigan is expected to increase in numbers over the next several weeks after battling weather at the beginning of their season. New Jersey is still producing very small numbers.

Blackberries: We are still seeing an overall shortage across the industry due to plantings and transitional gaps. We should see some relief in the first week of August coming out of Mexico, Oregon and California's central coast.

Raspberries: Volumes are beginning to slowly increase for most suppliers. Additional amounts of fruit are coming from Baja.

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

Cilantro: Seeing slightly higher prices here.

Green & Black Kale: Steady price.

Onion Leeks: Steady supplies and pricing.

Italian & Curly Parsley: Steady volume and price on both Italian and curly.

Broccoli Crowns: Easy right now with shippers dealing on crowns.

Jicama: Good supply.

Green & Red Cabbage: Steady on both with good supplies of green especially.

Brussels: Mostly steady/ easy prices here.

Corn: Steady with some better supplies on white. Bi color and yellow remain limited.

Onions: Demand is good. Yellow onions are moving back up in price. There are some new high desert CA whites and reds coming on this week. Stockton area is going now on mostly yellows and reds, but volumes aren't big. Overall pricing is higher than historical pricing. Quality is good. CA white onions continue to be very limited and are high in price.

POTATOES

Russet: Russet cartons again continue to rise on price this week as the pack outs are bad in the storage sheds. 5# and 10# Russet Bags have also moved up in price this past week. New crop are starting up in late August out of Idaho and Washington.

Red & Gold: CA and Texas Reds, yellow and white potatoes have all moved up in price this week. The Yukon pricing has moved up again. California crop will go for another month. Red As and Bs moved up again in price this past week. Red size Cs are extremely short. Texas potatoes have decent quality but are expensive.

White: White potatoes size Cs are not available. Pricing remains higher on size As and Cs.

Chipping: We have new crop CA Chippers now and the quality is good. Prices are quite a bit higher. We have our 10/5# Fresh Fries” Chipper bag available.

Sweet Potatoes: Supply has become limited on both organic and conventional sweet potatoes. Quality remains fair to good. Pricing is elevated on all varieties. New crop is expected in 2-4 weeks depending on the grower and variety. Once new crop is out of the grower there will be flash deals on growers looking to move the last of their old crop.



CITRUS

Lemon: Conventional is available both in domestic and Chilean. Fancy 95s are tight, steady supplies on 115s thru 200s on Chilean. Good supplies on all sizes on choice domestic.

Grapefruit: Packing conventional Star Rubys. Blush and interior color are excellent. For 40s and smaller: both grades are very limited due to bag programs. Will stay that way until Ruby Reds start in mid-August.

Limes: Lime supply is expected to trend lower compared with month of July. Mexico production will begin to transition into new crop. Larger fruit limes, 150s and 175s beginning to be more readily available. Still we are seeing some price spread between smaller sizes 200s and 230s and the larger fruit. Weather of high temperatures and humidity continues. There was a significant amount of rain in the Veracruz. Overall quality is expected to remain good. Jalisco growing area will be starting sooner with new crop helping the overall quality.

Navels: Conventional domestic navels are having quality and condition defects. Suggest switching to imported navels or domestic valencias. 56s good availability, 72s have strong demand. 88s and smaller very limited.

Valencia: Conventional valencia demand is strong on 88s and smaller. Best pricing & promo opportunities are on 72s and larger.

BELL PEPPERS

Bell Peppers: California has steady volume and good quality. Good supply on all colors.

HH Bells: Mexico is seeing pricing going up with steady volume.

CHILI PEPPERS

Current growing regions:

- Chihuahua, MX
- Baja, MX
- Coachella, USA

Stable supply on most chili peppers

Jalapeño - Good Supply
Serrano - Good Supply
Anaheim - Good Supply
Caribe - Good Supply
Red Fresno - Limited Supply
Habanero - Limited Supply
Pasilla - Good Supply
Thai Chili - Good Supply
Shishito - Good Supply
Tomatillo - Good Supply



Veg-Fresh Farms

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