

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



MARKET REPORT

TOMATOES

Tennessee: this tomato growing area is just beginning to get dry weather after 6-7 straight days of rain. Markets in the mid to high teens for best quality.

California: warm weather is bringing on significant volume of both roma and round tomatoes. Markets are in the mid-teens for the best quality.

Outlook:

The month of August is a great month to run tomato promotions week after week!



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.

Heirloom tomatoes: harvest against new crop "California grown" continue to improve. Forecasting harvest to remain steady through all of August. Harvest out of Mexico is slightly down.

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

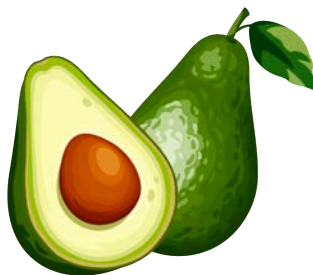
- Santa Maria - there has been some light new crop production in this area over the last 2 weeks. More shippers will come online in this area as we move into August.
- Salinas/Watsonville - markets have stabilized in this area after several ranches were pulled from fresh market production and sent to processors. This has put less pressure on shippers to offer aggressive pricing to keep proper rotation. Quality issues are still being reported that are resulting in softer fruit with limited shelf life. We are expecting more warm weather this week with overnight lows above 55 degrees.

Blueberries: The product is coming from the Pacific Northwest: Oregon, Washington and British Colombia. Michigan is also up and running after a slow start to the season due to weather in early July. Shipping points include California, the PNW on the West Coast and Michigan, New Jersey, and Florida on the East Coast. Peruvian imports will begin arriving in Mid-September.

Blackberries: there is new additional volume coming from Central Mexico, Baja, and Oregon.

Raspberries: volumes are increasing for most suppliers coming primarily out of the Baja area. Central Mexico has been contributing as well. Markets are trending lower with the new influx of Baja fruit. Pricing is in the \$14.50 to \$18.50 range with some volume deals being made at lower price levels.

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: is somewhat active; will be on watch list for the local region, warmer temps bolting easily and possible low shelf life need to move fast.

Green & Black Kale: easy/steady prices here

Onion Leeks: Steady supplies and pricing.

Italian & Curly Parsley: steady on Italian; a bit of pressure on the curly less resistant to high temperatures

Broccoli Crowns: steady with good numbers available

Jicama: Good supply.

Green & Red Cabbage: Steady on both with good supplies of green especially; red is a little higher.

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. California crop is winding down. 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

Limes: Lime supply is expected to trend lower compared with the month of July. Pricing could start to stabilize and firm up as

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.

Navels: Conventional navels are done for the season.

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

growers start to clean up older crop and inventory that has been exposed to weather issues. Mexico production will begin to transition into new crop. Larger fruit limes, 150s and 175s beginning to be more ready 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 have limited shelf life. Jalisco growing area will be starting sooner with new crop helping the overall quality.

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

1400 West Rincon Street, Corona, CA 92878

This email was sent to {{ contact.EMAIL }}
You've received it because you've subscribed to our newsletter.

[Unsubscribe](#)

Sent with

Brevo