

{{ 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.

Organic Heirlooms: Harvest remains steady out of Mexico and California. Forecasting harvest to remain steady for remainder of July and into August.

Heirlooms: Harvest remains steady out of Mexico. Crops out of Canada remain steady as well. Harvest against new crop "California grown" will begin this week. Forecasting harvest to remain steady in all regions for remainder of July and into August.



TOV's: Lighter supplies out of Canada and Mexico. Demand has been light.

Organic TOVs: Fair to good supplies out of Mexico. New production starting up in a few weeks. Movement has slowed.

Beefsteak: Fair supplies out of Mexico. Light supplies out of Canada. New production out of Mexico should start up in a couple of weeks. Quotes are in the mid-teens. Light to fair demand.

Organic Beefsteak: Hopefully, we should see new production out of Mexico. Limited supplies out of Canada. No quotes at this time. Too few available to warrant consistent availability.

Organic Roma: Fair to good supplies out of Mexico. FOB cost is moving up. Overall demand is fair to good.

Snacking tomato

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

Purple Crush: Now available again! Reach out to your sales rep for more info. Currently hitting great volume and peaking in supply.

CUCUMBERS

Persian: Heavy volume continues out of Mexico and Canada on both conventional and organic Persian cucumbers. Costs are low and it's a good time to promote.

English: Production is steady and costs have come off a bit. Product is coming from both Canada and Mexico.

Organic Slicer: Steady volume out of Mexico. California should start within a week or two. Price is high.

Slicer: Market remains steady with consistent production. Supplies on plain cucumbers are limited. Growers are seeing higher percentage of # 1 grade cucumbers resulting in fewer #2s. Quality remains excellent.



SQUASH

Organic Hard Squash: Organic acorn, spaghetti, kabocha and delicata now available out of California. Costs are high but should drop in a couple weeks. Butternut squash out of California should start later in the week. Acorn is limited for about 10 days. Sizing is large.

Organic Soft Squash: California is in full swing with good supply. Steady pricing on Zucchini and Yellow Squash.

Italian Squash: Italian squash market has tightened slightly as growers transition into new fields. Expect supplies to improve as we head into next week.

Yellow Squash: Yellow squash market has tightened slightly as growers transition into new fields. Expect supplies to improve as we head into next week.

FRUIT

Organic Apples: Limited supplies on storage crop apples from the Northwest. Imported apples coming in from New Zealand and South America.

Organic Melons: Great quality and supply on all California grown melons. Shipping from Brentwood and Lodi, CA.

Mango: Mangos are in better supply this week and prices have come down quite a bit. Demand is decent. All sizes of Ataulfos are available as well. The Mexican mango season will end earlier than normal years.

Organic Mango: The Mexican Organic mango market remains the same and the demand is decent due to lower volumes and higher prices. Kents are coming in now. Great eating quality. Overall volumes are down 20-40% versus the typical years. Quality is good. Mexico season should go for 3-4 weeks.

Pineapple: The pineapple market is good now. Lots of varying quality around right now. Supplies will get tighter near the end of July all the way through September. Low volumes on Mexican fruit crossing due to the lower yields at the farms and wet weather. Their season is also winding down.

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 planting 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.

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.

Brussels: Mostly steady/ easy prices here.

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 on both with good supplies of green especially.

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.

Organic Onions: California crop continues, quality has been grower specific. The Northwest is expected to start back up in late July early August. Pricing has been fairly stable and constant for this time of year.

Organic Eggplant: Product will finish up in a week or two out of Mexico.

Eggplant: Market has eased slightly as supplies continue to improve. We expect market to remain steady.

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.

Organic Potatoes: Supply continues to be out of California with quality being good. However, sizing on russets has been very small this season. New crop is expected to start this week into next out of NorCal/Oregon.

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.

Organic Lemon: Organic supplies remain extremely limited; anticipate demand exceeding supply for most of summer. Mexican crop starts mid-August followed by California D3 in September.

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.

Organic Grapefruit: Organic volume is steady, quality is good, but exterior blush is light this time of year. Supplies will tighten up around the end of July.

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.

Organic Navels: Organic crop is done for the season and now packing valencias.

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.

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

Organic Valencia: Organic fruit shipping steady volume, but demand has increased and tightened up supplies. Please prebook.

BELL PEPPERS



Organic Green: Steady volume with steady pricing out of California.

Organic HH Color: Steady volume out of Mexico. Price is steady.



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.



Organic Mini Sweet Peppers: Baja Mexico and Fresno California expecting volume availability to increase as weather improves allowing mini sweet peppers to mature and color up. After July 4th holidays, expecting prices to continue to ease down.

CHILI PEPPERS

Current growing regions:

- Chihuahua, Mexico
- Baja, Mexico
- 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 - Good 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](#)