

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



MARKET REPORT

TOMATOES

Tennessee: 12 straight days of rain and more coming. This primary Eastern USA tomato growing area has been hard hit this summer. Multiple days/weeks of no picking due to rain has resulted in 40% reduction in yields, lack of supplies, poor quality and pricing in the \$20.00 range this week.

California: is seeing substantial demand on its summer tomato crop due to the bad weather back in Tennessee. Markets are in the high teens for very good quality.

Mexico: fair to average amount of roma and vine-ripe tomatoes being crossed in McAllen, Nogales and San Diego. Roma tomatoes best quality in the mid teens. Round tomatoes high teens/low \$20s.

Outlook: big round tomatoes are in very short supply and selling in the mid \$20 range. All other sizes readily available.



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. Pricing remains low.

Romaine: Romaine quality is ok, weights are looking good. Pricing remains the same.

Cabbage: The red, green and napa cabbage market is in good supply with nice quality.

Iceberg: All Iceberg from Veg-Fresh is from California. Market and demand remains low. Fields are producing good quality. Temps are high the next few days.

BERRIES

Strawberries

Santa Maria

- this area is just beginning to produce better numbers of fruit. Full on production is still at least a week to 10 days away. Quality has been good on the earlier harvests.

Salinas/Watsonville

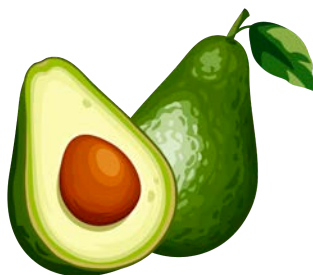
- many growers are reporting that they are ahead of the normal harvesting schedules due to high cull rates and increased field coverage. Despite fields coming on sooner than expected, crews are working harder to maintain reasonable harvests. August is typically a very warm month for California which may cause continuing quality concerns for the late cycle plantings.
- we may see some plantings finish earlier than expected in late August depending on the weather
- quality is still just fair with bruising and some mildew being reported after arrival
- some of the new varieties that were planted this year are not performing up to expectations, producing some very fragile fruit
- shelf life is very limited and we recommend keeping proper rotation to help minimize shrink

Blueberries: markets in the Pacific Northwest are trending lower in volume and Peru has started and will be ramping up weekly through September. Supply exceeds demand at this time

Blackberries: we are seeing a steady increase of supply coming from California. Central Mexico and Baja are also producing.

Raspberries: supplies remain steady coming out of Central Mexico and Baja.

AVOCADO



Mexico experienced a brief suspension of avocado shipments from Michoacan after U.S. inspectors were withdrawn due to a security alert early last week. The interruption proved short-lived: by the weekend, the majority of packing facilities - accounting for most of the volume - had been cleared and product was moving again. Existing inventories helped bridge the gap and maintain near-term supply. California continues to contribute solid-quality fruit with good sizing from its projected 330-million-pound crop, supporting availability alongside Mexican volumes. Overall, the U.S. avocado market remains steady and will supplied

this week, with no significant disruptions anticipated as operations normalize.

VEGGIES

Cilantro: Oxnard regions have been dealing with various challenges from high and humid temps to fighting mildew. We have seen a big drop in yields for the past 4 weeks and will continue for at least two more weeks.

Green & Black Kale: only green available in small numbers; however, keep an eye on quality.

Onion Leeks: steady supplies and pricing.

Italian & Curly Parsley: steady prices on both

Broccoli Crowns: higher out West with some lighter supplies the past few days. Overall demand is soft.

Jicama: Good supply.

Italian Squash: supplies have tightened with light volume coming out of Santa Maria. Growers are currently transitioning between fields and new plantings have not yet reached full production. Limited overall availability.

Yellow Squash: good quality yellow squash remains limited out of Santa Maria, keeping the market elevated. Supplies expected to remain tight for the next couple of weeks.

Brussels: higher here with fewer cheap deals to start the week

Corn: easier on white and bi corn. Yellow is more limited out of California.

Onions: Yellow onions have remained steady. Quality is good. Demand is decent. New crop onions just starting up in the Pacific Northwest growing regions. We have new crop California whites with good quality. Prices on the whites have moved up again. Red onion pricing has come quite a bit. Deals available on reds as the Pacific Northwest is going now.

Slicer cucumbers: supplies are beginning to tighten as extreme heat has pushed fields out earlier than expected. A few growers have also experienced crop damage due to the high temperatures, resulting in a projected 7-10 day production gap.

Eggplant: California production has become more plentiful, improving overall availability. Market has come down and pricing has softened.

POTATOES

Russet: Russet cartons remain tight and high priced as the pack outs are low in the storage sheds. 5 and 10lb russet bags have also moved up in price this past week again. New crop potatoes are starting up in late August out of Idaho and Washington. Historic water shortages are going to tighten things up for 26/27. Prices will be a lot higher than this year.

Red & Gold: CA and Texas Reds, yellow and white potatoes have all moved up in

price this week. Very few white potatoes available anywhere. California crop is winding down. Red As and Bs moved up again in price this past week. Red size Cs are extremely short.

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

Chipping: are extremely short! Prices again moving higher. New crop starts in a month.

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: we have Chilean fruit with good availability on fancy 115's and smaller. Domestic fruit good availability on choice grade.

Grapefruit: Packing conventional Star Rubys for a few more weeks. Blush and interior color are excellent. Small fruit is limited. Fresh crop Ruby Reds start next month.

Navels: We have Chilean fruit 56s and smaller

Valencia: Conventional valencia good supplies on all sizes. With back to school demand 113/138 are very limited.

Limes: prices starting to firm up with lower volume as the current production cycle nears its end. The next crop cycle is expected to be smaller volume. 150s through 250s are ready and available. 110s remain limited. High temperatures and humidity continues. There was a significant amount of rain in the Veracruz region. Overall quality such as external blemishes, oleocellosis and limited shelf life may occur following periods of heavy rain. Jalisco growing area will be starting soon with new crop helping the overall quality. Weather will continue to be the variable that will influence supply and pricing throughout the summer.

BELL PEPPERS

Bell Peppers: California has good volume on green, red and yellow bells. Green price is dropping with red steady.

HH Bells: good volume out of Mexico and Canada. Price is steady from both regions.

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 - Good Supply
Habanero - Good Supply
Pasilla - Good Supply

Thai Chili - Good Supply
Shishito - Good Supply
Tomatillo - Good Supply



Veg-Fresh Farms

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