

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



MARKET REPORT

TOMATOES

Southeastern USA Tomato Supplies: over 30 inches of rain have fallen on the Tennessee tomato crop. It has impacted both crop yields and quality. Some estimates are volume is off as far as 40% when you factor in packing house grade out losses on top of field yield losses. Prices have elevated into the mid to high \$20s for fair quality on few supplies.

California: tomato growers are seeing MUCH increased demand due to the persistent weather problems back East. Demand has driven pricing on round tomatoes into the high teens on small sizes and mid \$20s for big sizes. Roma tomatoes are trending in the mid to high teens for the best quality.

Outlook: quality tomatoes look to remain tight through Labor Day after which fall crops should begin to come online easing pressure on supplies.



Snacking tomato

- organic grape tomatoes continue to be extremely short with demand exceeding supply throughout Mexico as well as the East Coast.
- conventional grape tomatoes are steady supply in both regions
- organic & conventional medley's are good supply out of California
- cherry tomatoes are getting very short as Mexico is in a 4-week gap

Purple Crush: new fields in about 2 weeks! Reach out to your sales rep for more info.

Heirloom tomatoes: harvest remains steady out of Mexico and California on Organic Heirlooms. Markets are up slightly.

On conventional heirlooms harvest against "California Grown" is steady. Forecasting harvest to remain steady for the remainder of August and all of September. Limited harvest out of Mexico for the next couple of weeks.

LETTUCE

Green Leaf: Quality and weights are good. Pricing remains steady.

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 is picking up due to INSV and disease in the fields. Cyclospora issue caused market to be depressed, now disease issues are causing market to rise. Market is in flux until disease pressure subsides.

BERRIES

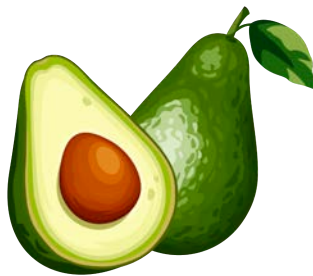
Strawberries

- supplies are expected to tighten over the next 3 to 4 weeks as California growing regions transition between production cycles.
- the reduction in availability follows an extended period of elevated temperatures throughout July.

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's avocado shipments from Michoacan have fully resumed following the complete lifting of the earlier USDA related restrictions. Packing facilities are operating at normal capacity again, with USDA inspectors back onsite certifying fruit for export. The brief interruption reduced Mexican volume the prior week, but the pipeline is being refilled, and overall U.S. arrivals have rebounded. California continues to supply good quality fruit with solid sizing from its projected 330 million pound crop, helping maintain steady availability alongside Mexican product. The market remains well supplied this week as operations normalize and inventories recover.

VEGGIES

Green & Black Kale: limited; only green available in small numbers.

Brussels: higher prices with availability this week

Onion Leeks: steady supplies and pricing.

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

Broccoli Crowns: steady to start the week out with some shippers short still, while others were into some good supplies. Wide range in quotes.

Jicama: Good supply.

Dill: very good steady volume here. Plants are nice and healthy.

Italian & Curly Parsley: steady on the throttle, daily availability and steady prices on both.

Green Onions: increased demand and low supply as foreseen due to high temps in the valley and supply shrinking in sizes to 70% small and 30% mediums, yields are less when this happens and run through fields faster.

Cilantro: the Ventura region is now feeling the heat from a few weeks ago, plants are struggling to stay alive which are signs from high temps. We are seeing some damage, less yield and in some cases shorter than usual bunches to avoid bolting.

Onions: Yellow onions remain high as the Pacific Northwest season starts up. Quality is good. White onions are still very tight this week. Prices on the white onions have moved up again. Red onion pricing is going down with good quality.

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.

Radish: Mexico is seeing light punctures on the leaves about 2% , not the largest bulb but very healthy-looking ones. Good volume weekly.

BBQ cambray onions: these are available in all packs - my advice: pre-order.

Beet Red: bunch and bulk packs - load volume

POTATOES

Russet: large sized Russet cartons are very short as the new crop is peaking on smaller potatoes. The 5 and 10# Russet Bags have also moved up in price this past week. Historic water shortages are going to tighten things up for 2026/2027. Prices will be a lot higher than this year.

Red & Gold: CA and Texas Reds, yellow potatoes have come down as new crop Idaho starts up. Very limited white potatoes are very high priced if available. Red size C's are still extremely short.

White: White potatoes are extremely short - especially A's and C's.

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 good volume on Chilean fruit fancy 56'ss and smaller.

Valencia: Conventional valencia peaking on 75/56's then 88's with back-to-school demand 113/138 are very limited.

Limes: prices starting to firm up with declining volume and overall quality as the older production cycle nears its end. We are seeing more lighter color limes with thinner skin, which makes difficult to ship with increase risk of quality issues upon arrival. Some growing regions have started harvesting new crop limes. However, the production on volume remains low.

Currently transition period between the old and new crops could continue to see prices to continue to rise and remain uncertain. We hope a longer increase in available volume by mid September. 150s through 250s are ready available while 110s remain limited. Weather will continue to be the variable that will influence supply & 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



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