

{{ 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.

Heirlooms: Harvest against "California grown" remains steady. Forecasting harvest to remain steady through 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 is stable.

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 up due to INSV and disease in the fields. INSV is a plant virus that can affect lettuce and other susceptible crops. The virus is transmitted by thrips, a small insect that can acquire the virus while feeding on infected plants and subsequently transmit it to healthy plants. Expect the market to remain elevated.

BERRIES

Strawberries

Salinas/Watsonville

- very light yields continue in these areas as plantings approach the end of the season. Higher temperatures are expected this week, which will help increase yields in some varieties while also causing additional quality issues in older varietal plantings.

Santa Maria

- we are expecting improved volumes this week in Santa Maria. However, the slight increase in production will not offset the lack of product in the northern growing areas. Demand remains strong and markets continue to be elevated.

Central Mexico

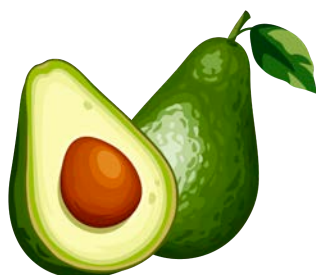
- this new growing area is expected to begin contributing modestly to overall supplies over the next two to three weeks. We expect fill rates and loading delays to continue through this week.

Blueberries: the Pacific Northwest is mostly finished for the season with only limited volumes remaining from Washington. Peruvian imports continue to increase. Central Mexico and Baja are expected to begin crossing additional fruit into the USA through Texas and San Diego, CA.

Blackberries: supplies are lighter this week after many shippers reduced transfers from Central Mexico due to slow movement last week.

Raspberries: supplies remain steady coming out of Central Mexico and Baja. Shippers are limiting commitments across available transfer options due to the same weak demand that affected the blackberries last week. As a result, supplies remain somewhat constrained.

AVOCADO



Mexico's avocado shipments from Michoacan continue at normal levels following the full resumption of USA inspections earlier this month, with packing operations and exports running steadily. Overall, USA volume last week held around 65 million pounds and is projected slightly lower this week, consistent with typical late summer patterns. California remains a solid contributor of good quality fruit from its strong 330 millions pound crop, though volumes continue to ease as the season advances. The market feels steady and well supplied overall with no significant disruptions expected in the near term.

VEGGIES

Green & Black Kale: green kale is steady/slightly higher

Onion Leeks: steady supplies and pricing.

Broccoli Crowns: steady supplies several shippers starting to push out of Salinas and Santa Maria. Good supplies.

Jicama: Good supply.

Italian & Curly Parsley: steady/slightly higher

Cilantro: cilantro inventories are lighter as well with some stronger demand

Brussels: higher prices with numbers from the field starting to come up short. Sounds like there is some insect pressure across the board.

Corn: higher on all three with white coming up a bit short this week in California. Bi and yellow remain higher and limited.

Onions: Yellow onions remain high priced as the Pacific Northwest season starts up. Freight is keeping the prices up. Quality is good. White onions are still very tight and will remain short for a few more weeks until more volume comes on. Prices on the white onions have moved up again. Red onion pricing is going down with good quality from California and the Pacific Northwest growing areas.

POTATOES

Russet: potatoes have gone down in price again as new crop has started. The 5 and 10 lb russet bags have moved up in price slightly. 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 potatoes have come down as new crop Idaho/WA starts up. Very limited white potatoes are very high priced if available. Red size C's are still extremely short.

Chipping: new crop has started so prices are coming down. Quality is good

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

CITRUS

Lemon: mixture of domestic and Chilean available. Peaking on 140's and smaller fancy. 95/115 limited.

Grapefruit: fruit is very limited. Anticipate limited fruit and/or a possible gap for the next 7-14 days. Marsh Rubies are pale and small. Need time to size and color up.

Navels: We have good volume on Chilean fruit fancy 56'ss and smaller.

Limes: pricing seems to be steady for this week and prices should remain the same for next week. Next week costs will depend on quality, demand and availability. We are seeing significant amount of quality. We are also seeing more lighter color limes with thinner skin which makes it 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. Limes remain in transition period between the old and new crops remain uncertain. 150s

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

through 250s are available with 110s remaining 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 going up 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 all 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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