

{{ 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. 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

- new crop fruit has just begun for most shippers in this area producing small initial yields
- Overall production should steadily increase over the next few weeks as more growers come online

#### Salinas/Watsonville

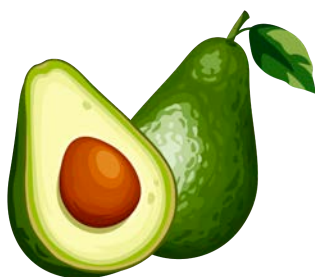
- growers are seeing much lighter yields after sending large amounts of fruit to processors last week
- we are seeing a drop in sizing to the 22 to 26 count per clamshell range with some lots even higher at 28 which is further reducing yields
- cooler weather has served to slow down the ripening process
- open market availability is expected to be very limited as shippers focus on contracts and previous commitments
- quality has been just fair in some standard varieties while some newer varieties are showing problems adjusting from the July heat

**Blueberries:** there is still good volume coming from Oregon, Washington and Michigan. Peruvian imports are beginning to arrive in the USA. Quality has been very good out of all areas. We will see domestic fruit begin to taper off in 2 to 3 more weeks for the school business.

**Blackberries:** we are seeing a steady supply of fruit coming from California and Central Mexico. Oregon fruit is beginning to ramp up.

**Raspberries:** Volumes are increasing. Additional fruit is becoming available from Baja and Central Mexico.

## 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:** a few higher prices around on cilantro

**Green & Black Kale:** is steady, however, keep an eye on quality this week.

**Onion Leeks:** steady supplies and pricing.

**Italian & Curly Parsley:** steady prices with more flat than curly available

**Broccoli Crowns:** higher here with some lighter supplies in Salinas and Santa Maria this week

**Jicama:** Good supply.

**Brussels:** good numbers here with steady prices

**Corn:** easier on white corn; bi and yellow are more limited out of CA.

**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.

## 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:** Conventional is available both in domestic and Chilean. Chilean fruit good supplies on fancy 115s through 200s. Domestic fruit good supplies on all choice sizes, fancy grade limited.

**Grapefruit:** Packing conventional Star Rubys for a few more weeks. Blush and interior color are excellent. Small fruit is limited. Fresh crop Ruby Red start end of month or early September.

**Navels:** Conventional domestic navels are done for the season. We do have the Chilean fruit 56s through 113s.

**Valencia:** Conventional valencia good supplies on all sizes. With back to school demand 113/138 pricing will start to climb.

**Limes:** prices could start 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 is expected to remain 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 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**

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

