

{{ 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.

Organic Heirlooms: Harvest remains steady out of Mexico and California. Harvest is down out of Mexico. Steady against California grown.

Heirlooms: Harvest against new crop "California grown" is good. Forecasting harvest to remain steady through all of August and into September. Harvest out of Mexico is down.



TOV's: fair to good supplies out of Canada and Mexico. FOB cost is mostly in the \$10.00 - \$12.00 range. Fair demand overall. The East demand is better due to lighter supplies out of Canada.

Organic TOVs: good supplies out of Mexico. FOB cost mostly \$12.95 - \$14.95. Demand is steady to good.

Beefsteak: Fair to good supplies out of Mexico. We are still seeing availability out of Canada. FOB quotes are mostly in the \$12.95 - \$14.95 range. Better demand. Vine Ripe

tomatoes out of Oceanside are gapping right now.

Organic Beefsteak: fair to good supplies on Mexican product. FOB quotes are in the \$22.00 - \$24.00 range. Good demand with better availability.

Organic Roma: fair to good supplies out of Mexico. We should see some new production out of Baja soon. FOB cost ranging from the high teens to low twenties. Fair demand. Movement has slowed down a bit.

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.

CUCUMBERS

Persian: good volume and quality out of both Mexico and Canada. Costs are stable and quality is good. Excellent time to promote!

English: steady production from Mexico and costs are stable. Good volume and costs on organic English cucumbers right now

Organic Slicer: limited volume out of Mexico. California should start in 30 - 40 days. Price is high.

Slicer: 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.



SQUASH

Organic Hard Squash: most organic squash varieties have started out of Central California. Costs are still high and will be elevated for a couple more weeks. Acorn is very limited and more expensive than other varieties.

Organic Soft Squash: California has good supply on zucchini and steady volume on yellow squash. Steady pricing.

Italian Squash: 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.

FRUIT

Organic Apples: new crop domestic Gala's have started. Imported apples coming in from New Zealand and South America. Costs are stable.

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

Mango: Mangos are winding down out of Mexico. The season should last another 3 weeks and then California Keitt mangos will start up out of the desert.

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+ weeks.

Pineapple: The pineapple market is all over the place. Lots of varying quality around right now. Supplies will get tighter August through September. Low volumes on Mexican fruit crossing due to the lower yields at the farms and the market here. Depending how much rain they get this week, many growers could be ending sooner than expected.

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.

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 kale 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.

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

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.

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.

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

Green & Red Cabbage: steady on both with good supplies of green especially

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

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 extremely short. Not many available at all.

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

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

Organic Lemon: Organic domestic supplies remain extremely limited. We are packing out fresh crop Mexico fruit into bags daily.

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

Organic Grapefruit: Organic volume is steady, quality is good, but exterior blush is light this time of year. Fresh crop D3 starts late next month.

Navels: we have Chilean fruit fancy 56s and smaller.

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.

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

Organic Valencia: Organic fruit we have good supplies and quality is good.

BELL PEPPERS



Organic Green: Steady volume with pricing going up out of California.



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



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.

Organic Mini Sweet Peppers: Baja Mexico and Fresno California expecting volume availability. Expecting prices to continue to ease to the downside.

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 - 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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