

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



MARKET REPORT

TOMATOES

Tennessee: a brief respite from weeks of rain has growers in the fields picking again but are seeing crop yields 40-50% less than normal. Markets are in the low \$20s for 50% crop yields. Quality has not been great.

California: with persistent weather issues on tomatoes grown in the Southeastern USA and Michigan; California has seen extraordinary demand for round field grown tomatoes from across the country. Markets are in the mid to high teens for the best quality.

Mexico: few vine-ripe round tomatoes available as well as the same for roma tomatoes. Markets are in the mid to high \$20s for few 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

Due to a combination of extreme heat in California and crop transition gap in Mexico both conventional and organic heirloom harvest is abruptly down. Markets have elevated as well. Forecasting limited harvest for the next 2 weeks.

- **Organic Heirlooms:** Harvest out of Mexico is on a crop transition gap for the next 2 weeks. California crops are showing signs of the recent heat conditions. Weather has taken a toll on quality. Markets have elevated.

- **Heirlooms:** Harvest against “California grown” is down. Again, due to extreme heat conditions. No harvest out of Mexico. Markets have elevated.

LETTUCE

Green Leaf: Quality and weights are good. Pricing remains steady but starting to creep up due to disease pressure.

Romaine: Romaine quality is ok, weights are looking good. Pricing is rising due to INSV and disease in the fields.

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 and expected to stay high 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.*

BERRIES

Strawberries

Salinas/Watsonville

- very light yields continue in these areas as plantings approach the end of the season. Growers are battling increased insect and disease pressure which is causing lower yields and quality issues. We are expecting an earlier than normal end of the season for most shippers in these areas. Early projections are suggesting possibly mid-September as the timeline for the end of production.

Santa Maria

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

Central Mexico/Baja

- this new growing area is expected to begin contributing modestly to overall supplies over the next two to three weeks.

Oxnard

- this area is expected to begin meaningful production as early as next week. With the advent of imported strawberries coming from Mexico, there will be a percentage of overall inventory coming from that area at most coolers.

Blueberries: the Pacific Northwest is nearly finished for the season with only limited volumes remaining. 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 due to the ending of domestic California production and Mexico transitioning into new growing regions.

Raspberries: supplies remain light coming from Central Mexico and Baja. California production is at seasonal end.

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 at the elevated levels - more onions around the past couple of days

Broccoli Crowns: steady supplies in Salinas and Santa Maria and across the country

Jicama: Good supply.

Italian & Curly Parsley: steady/slightly higher

Cilantro: active prices with high demand lately

Slicer: cucumbers out of Baja have become more plentiful. Increased availability has helped bring the market back to normal levels. Jalisco is also starting up on Super Selects, with product beginning to cross through Nogales.

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

Brussels: been higher across the board due to some increased insect pressure mostly

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

Onions: Yellow onions remain high priced. Higher freight rates is keeping the prices up. White onions are still very tight and will remain short for a few more weeks until more volume comes on up North. Red onion pricing is moving up slightly this week. Sweet onions are available.

Italian Squash: Italian squash has become extremely limited across all sizes in both Santa Maria and Fresno. Weather has impacted field production, with the season starting off hot, followed by rain and now cooler temperatures. Rain is anticipated again, which could further affect availability. The market is expected to remain elevated for the next couple of weeks.

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

POTATOES

Russet: potatoes are still very high. The 5 lb and 10 lb russet bags are steady. Historic

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

water shortages in growing areas is going to tighten things up for 26/27.

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 short.

Chipping: new crop has started out of Idaho. Quality is good

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 56's and smaller loading on the West Coast.

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

Limes: pricing seems to be softening for this week and prices should remain soft for next week. Next week costs will depend on quality, demand and availability. We are seeing significant amount of quality issues. 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 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

Jalapeno - 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

Current growing regions:

- Chihuahua, MX
- Baja, MX
- Coachella, USA

Stable supply on all chili peppers. Demand is moderate.



Veg-Fresh Farms

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