

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



TOMATOES

Roma: supplies continue to be pressured by extremely high temperatures on the West Coast and Baja California. Reduced yields, reduced sizing, elevated prices are the by-product of the situation. When fall supplies come online in October hoping to see some relief.

Round: tomatoes are currently being harvested in Central California, Baja California, Central Mexico, Tennessee, Virginia and Michigan. This being the first week of stable weather, supplies are becoming more plentiful with pricing in the high teens to mid \$20s.

Outlook: October, November and December are historically the most challenging months for fresh tomato supplies due to weather unpredictability and a forecasted super El Niño weather event in the southern hemisphere. Any long range ad planning needs to be tempered with the above reference information.





Snacking tomato

- grape tomatoes have become very short both on the organic and the conventional side
- organic medley tomatoes are short but good supply on conventional

Purple Crush: will start soon. Reach out to your sales rep for more info.

Heirloom Tomatoes

- **Organic Heirlooms:** Harvest out of Mexico is on a crop transition gap until approximately week of September 28th. Weather continues to delay new crops. California crops are showing signs of recent heat conditions. Weather has taken a toll on quality. Crop transition gap against both regions.
- **Heirlooms:** Harvest against "California grown" is in abrupt crop transition due to extreme heat. Mexico remains on crop transition gap until approximately week of September 28th.

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

- these regions continue to move toward the end of their production season. Growers are hopeful they can harvest through the last week of September, weather permitting. Quality remains variable, depending on the remaining varieties being packed.

Santa Maria

- is now the primary production region and is expected to remain so until Central Mexico, Baja, and Oxnard ramp up production over the coming weeks.

Central Mexico/Baja

- production has begun at very light levels in both regions. Full production is not expected until the end of September.

Oxnard

- production is just beginning to emerge in this region. Volumes are expected to gradually increase week over week as we move into October.

Market Update

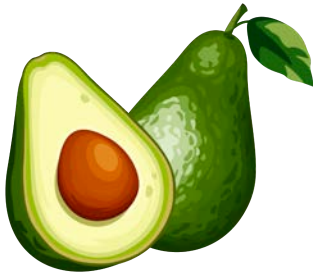
- a pronounced two-tiered market is emerging due to quality differences between northern and southern growing regions. The industry continues to recover from last week's California heat wave with growers reporting culls of 25% to 35% of harvested fruit since Saturday. Cooler temperatures are in the forecast, which should help improve quality and stabilize supplies

Blueberries: Central Mexico and Peruvian imports will dominate the fresh market over the next several months. Product is currently shipping through California, New Jersey, Florida and Texas. There have been reports of reduced production resulting from El Niño-related weather conditions in both Peru and Central Mexico.

Blackberries: supplies remain extremely limited and are expected to stay that way until mid-October, when Mexican production begins to increase. The current supply gap is the result of adverse weather conditions in the transitioning Central Mexico growing regions.

Shippers continue to struggle to meet contractual commitments, resulting in reduced fill rates and order cuts across the industry.

Raspberries: supplies are adequate but remain on the light side. Mexican production is expected to increase steadily week over week as we move into October.



AVOCADO

Mexico's avocado shipments are running normally this week to close the late-summer window. California remains in the market with good-quality fruit and harvest is still underway and expected to continue into October. Weekly California volume is winding down as the season advances and overall supply looks steady and adequate, with no major disruptions on the horizon.

VEGGIES

Green & Black Kale: green kale is steady

Onion Leeks: higher prices with shortages out of Mexico

Broccoli Crowns: higher with East coast supplies starting to get run over. Expecting lighter supplies the rest of the week in most areas

Jicama: Good supply.

Italian & Curly Parsley: higher prices on both

Cilantro: price is still high but has come off a bit in the past few days.

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: mostly higher still with insect pressure limiting yields. Slightly easier prices coming out of Santa Maria.

Corn: higher and limited on all three out of California. Some better supplies out East.

Onions: white and yellow onions have moved up slightly again this week. Very high freight rates from Idaho and Washington are keeping the prices up. White onions are still very tight and will remain short for a few more weeks until more volume comes up north. Red onion pricing is moving up slightly this week. Sweet onions are also 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 water shortages in growing areas is going to tighten things up for 26/27.

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

Chipping: new crop Washington is going and Idaho should start up late next week. Quality is

Red & Gold: CA and Texas Reds, yellow potatoes have come down slightly lower as new crop Idaho/WA starts up. Red size C's are still short.

just decent.

CITRUS

Lemon: fancy large sizes are limited, need to pre-book. All other sizes are available between Chilean and domestic fruit.

Grapefruit: tail end of flames but we have run of size with peak on large fruit. Then start fresh rubies in a few weeks.

Navels: there is good volume on Chilean fancy 56's and smaller loading on the West Coast.

Valencia: good volume on 88's and larger. Packing out heavier to choice grade.

Limes: pricing seems to be rising for this week and into next week. Mexican supply is expected to remain below the July production peak. The past two months lime have experienced significant quality issues. The amount of fruit available in the fields has not represented the amount of US quality specification, these condition have required heavier grading. Limes remain in transition period between the old and new crop. Old crop availability will be increasingly limited, while newer production becomes a larger part of the available supply. New crop 230s/ 200s quality and shelf life is better and the old crop 175s /150s/110s quality and shelf life remain a concern. 150s thorough 250s are readily available 110s remain limited. Weather will continue to be the variable risk through September and early October. The persistent rainfall has already accelerated fruit growth in some growing areas, rainfall and high humidity in Veracruz will continue to increase the risk of oil spotting, style -end issues, light color, discoloration, and breakdown has reduced shelf life.

BELL PEPPERS

Bell Peppers: California has good volume on green, red and yellow bells. Green price is starting to go up on the larger sizes.

HH Bells: good volume out of Mexico. Price is steady.

CHILI PEPPERS

Current growing regions:

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

Moderate supply on all chili peppers.

Jalapeño - Good Supply
Serrano - light Supply
Anaheim - moderate Supply
Caribe - Good Supply
Red Fresno - Good Supply
Habanero - Good Supply
Pasilla - light Supply
Thai Chili - light Supply
Shishito - light Supply



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