

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



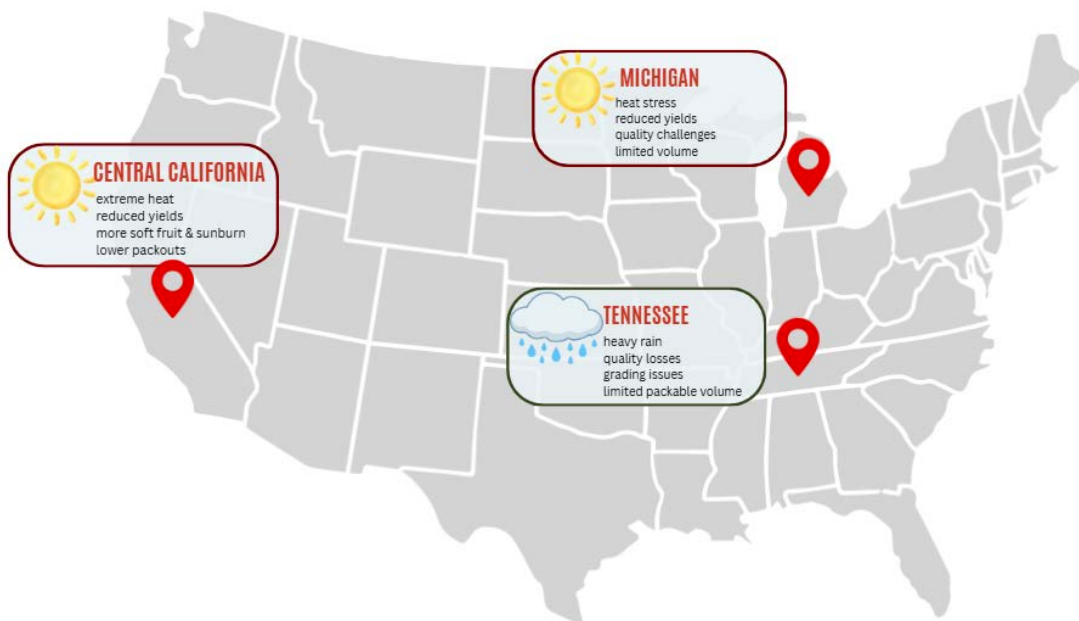
MARKET REPORT

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.





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.



TOV's: lighter supplies on TOV's out of Mexico and Canada. FOB pricing is up in the \$13.00 - \$14.00 range. Good demand back East has been driving up cost. Demand is starting to ease with the higher pricing.

Organic TOVs: we are also seeing lighter supplies on organic beefsteaks. We should see better supplies in October. FOB cost is anywhere from \$14.95 - \$16.95. Demand has been steady.

Beefsteak: good supplies out of Mexico. FOB quotes are mostly in the \$11.00 to \$12.00 range with deals being made on volume orders. Light to fair demand.

Organic Beefsteak: good supplies out of Mexico and we should see good availability continue into October. FOB market is mostly in the \$14.95 to \$16.95 range. Demand has been light.

Organic Roma: lighter supplies out of Mexico. Baja has not started up yet. FOB costs are up. Hearing quotes in the mid to high \$20s. Demand is picking up due to lighter supplies.

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.

CUCUMBERS

Persian: cucumbers remain short and very expensive. A little better volume than last week but still light. September is typically a tight month and volume will improve in early to mid-November.

English: volume is very light and costs are high on both conventional and organic English cucumbers. Expecting a little better volume out of Canada next week, but not much.

Organic Slicer: steady volume out of Mexico. Price is steady.

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.

SQUASH

Organic Hard Squash: good volume and quality on all organic squash out of Central California.

Organic Soft Squash: California has steady supply on zucchini and yellow squash. Pricing is starting to come down.

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.

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.

FRUIT

Organic Apples: domestic organic apples are all starting to come in out of the Northwest. Nice quality fruit.

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

Mango: Mexican mango season is essentially done. Few shippers are left with some Keitt mangos. Brazilian Tommy mangos are expensive in the mid to high teens out West.

Organic Mango: The Mexican Organic mango season has finished. We have Organic California Keitt mangos currently out of the desert with very large sizes 6-12 ct. Prices are higher, but the eating quality is excellent!

Pineapple: Mexican pineapple supplies are staying down south. Costa Rica pineapples are very short and prices are high in the mid \$20s.

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.

VEGGIES

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

Green & Black Kale: green kale is steady

Onion Leeks: higher prices with shortages out of Mexico

Italian & Curly Parsley: higher prices on both

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

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.

Green & Red Cabbage: higher on conventional green cabbage. Red is slightly higher as well.

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

Jicama: Good supply.

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

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.

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 moved up this week. Historic water shortages in goring areas are going to tighten things up for 2026/2027. All large-size russet cartons potatoes are high priced. 80s-100s are lower.

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.

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

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

CITRUS

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

Organic Lemon: we are packing fresh Mexico crop lemons in our bags along with domestic fancy in bulk cartons. Quality is excellent on both.

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

Organic Grapefruit: short gap until we start fresh D3 in late September or early October.

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.

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

Packing out heavier to choice grade.

the risk of oil spotting, style -end issues, light color, discoloration, and breakdown has reduced shelf life.

Organic Valencia: Organic fruit we will have good supplies through September. Smaller fruit tight and mid sizes are firming up.



BELL PEPPERS

Organic Green: steady volume for the next month out of California. Steady pricing.



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 going up.

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

Organic Mini Sweet Peppers: Baja Mexico supplies limited and Oxnard, California started with limited supplies

CHILI PEPPERS

Current growing regions:

- Chihuahua, Mexico
- Baja, Mexico
- 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
Tomatillo - light Supply



Veg-Fresh Farms

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