

{{ time\_now|date:"January 2, 2006" }}



# MARKET REPORT

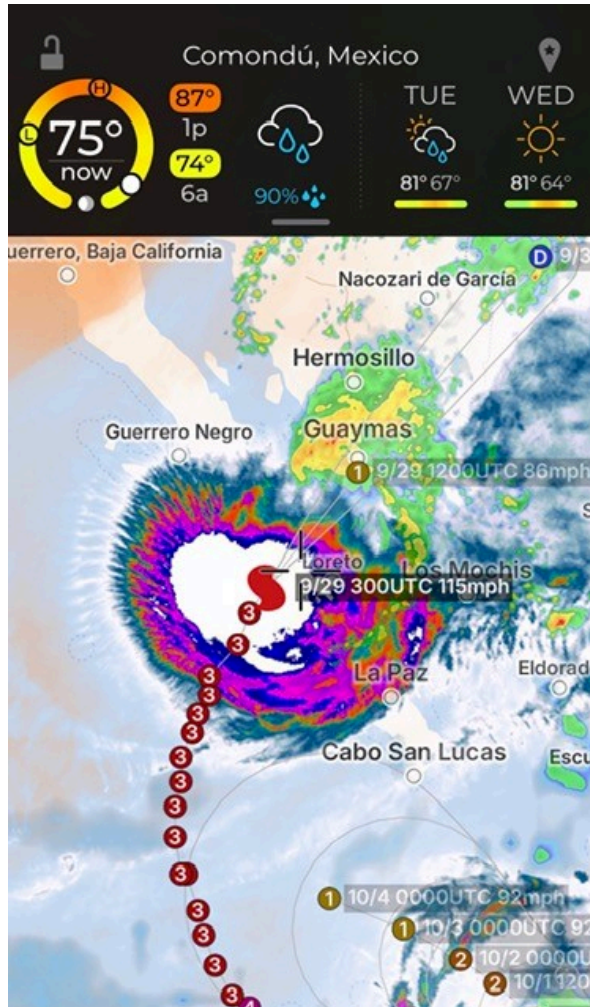
## TOMATOES

**Tennessee:** this major tomato growing area is coming to a close. Along with that, it is continuing to rain which has affected yield, quality and pricing. No relief until Central Florida comes online in mid November.

**California:** tomato crop has another 4 to 5 weeks to completion, barring any unforeseen weather. Mid summer heat has taken a toll on the plants and yields are off substantially with crops winding down back East and the hurricane in Baja, California there is great demand for whatever tomatoes are left to be harvested in Central California.

**Mexico:** Hurricane Polo just cut a swath through Baja California. Growers are currently assessing to what extent damage was incurred by the wind and rain on their shade-house operations.

**Outlook:** anticipate both round and roma tomato markets to remain elevated throughout October and November. Early indications are Sinaloa and Culiacan will be a later start than normal due to heavy rainfall continuing throughout the planting cycle they are in currently.



### Snacking tomato

- grape tomatoes are short and will be considered AOG soon. Hurricane Polo has caused a massive gap in supplies out of Baja and pricing has elevated.

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

### Heirloom Tomatoes

- **Organic Heirlooms:** Harvest out of Mexico remains limited. Very limited harvest out of California crops due to extreme heat. Markets remain strong.
- **Heirlooms:** Harvest against “California grown” remains on crop gap until the week of October 12th. Extreme heat created a 3-week gap. Origin of Mexico new crops remain on crop transition gap until approximately end of October.

## LETTUCE

- current Salinas lettuce market is elevated and expected to remain elevated until Yuma, AZ begins. Predictions are over \$50.00 this week.
- INSV is in fields and causing quality issues, lettuce shippers have no excess product to sell. INSV is common at the tail end of the Salinas season.
- lettuce shippers are reporting not only quality issues, but lighter boxes for the remainder of the season. Reason - field crews are attempting to pack before INSV takes hold of the product.
- Huron, California will begin October - November hopefully helping with both supply and quality issues out of Salinas.

## BERRIES

### Strawberries

#### Salinas/Watsonville

- the remaining shippers in the region are expected to conclude their seasons within the next two weeks.
- most mixed berry transfers from Mexico are being directed into the new-crop regions of Santa Maria and Oxnard for distribution.
- several shippers are diverting late-season fruit to processorts, where pricing has reached record highs.

#### Santa Maria

- production has ramped up significantly over the past two weeks, supported by ideal growing conditions.
- full mixed berry availability is expected next week as shippers continue transitioning operations from Northern California due to region.

#### Central Mexico/Baja

- production has started in both regions and is expected to continue building through October. Peak production is anticipated in late October.
- fruit is currently entering the USA through McAllen, Texas and Otay Mesa, California.

#### Oxnard

- volumes are expected to increase steadily throughout October, adding additional supply to the market. Favorable weather conditions are supporting strong quality and good production yields.

**Blueberries:** Central Mexico and Peruvian imports are now the main source of supply. Product is currently being loaded in California, New Jersey, Texas and Florida. Organic

blueberry supplies remain extremely limited with demand continuing to exceed available supply.

**Blackberries:** supplies remain limited but are showing gradual improvement. Supplies are expected to remain tight until mid-October, when increased Mexican production begins to reach the market. The current supply gap is easing slightly across most shipper programs.

**Raspberries:** supplies are currently adequate to meet demand. Mexican production is expected to increase steadily week over week as the industry moves further into October. Availability is expected to improve as additional volume enters the market.



## 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 still out of Mexico

**Broccoli Crowns:** higher price here with not a lot of load volume open in California. Better numbers available in Texas coming out of Mexico.

**Jicama:** Good supply.

**Brussels:** steady at the elevated levels here. Some shippers in better shape than others.

**Corn:** higher and limited on all three out of California. Fall desert corn should get going soon in October.

**Onions:** red and yellow onion prices have come down slightly this week. White onions still remain very tight and high priced as many loads are being exported to Mexico. Freight rates won't be going down any time soon, so look for higher prices all season long.

**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.

**Italian & Curly Parsley:** still seeing higher prices on both

**Cilantro:** price is active

**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.

## POTATOES

**Russet:** large sized carton russet potatoes remain very high. The 5 and 10# russet bags moved up slightly on price this week. Historic water shortages in the growing areas are going to keep things for 2026/2027. Russet 100s are cheaper.

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

**Chipping:** new crop Washington and Idaho is going now so quality is improving

**Red & Gold:** red C's and yellow C's are still very short. Demand is good.

## CITRUS

**Lemon:** domestic availability is increasing with fresh district 3 harvest underway. Peaking on fancy 75s through 115s.

**Grapefruit:** good availability on all sizes and grades. Heavier to fancy grade and mid to large sizes.

**Navels:** we plan on harvesting late next week and to start shipping week of October 12th. Sugar is good just need more color break. Call for lid pricing.

**Valencia:** good volume on 88's and larger, will continue to ship into October.

**Limes:** market should stay the same for this week. Growers have now transitioned to 100% new crop production. The good news we do not anticipate any significant quality concerns over the next several months as the new crop continue to develop. Supply remains very limited and currently unable to keep pace with the demand. New crop harvesting 250s, 230s, 200s and 175s sizing. Weather will continue to be the variable risk if rainfall and high humidity in Veracruz should continue and increase the possibility of oil spotting, styler -end issues, light color, discoloration, and breakdown will continue to be a concern.

## BELL PEPPERS

**Bell Peppers:** California has steady volume on green bells. Good volume on red and yellow bells. Green price is starting to go up on all sizes.

**HH Bells:** good volume out of Mexico. Price is starting to go up.

## 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  
Tomatillo - light Supply



### Veg-Fresh Farms

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