

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



MARKET REPORT

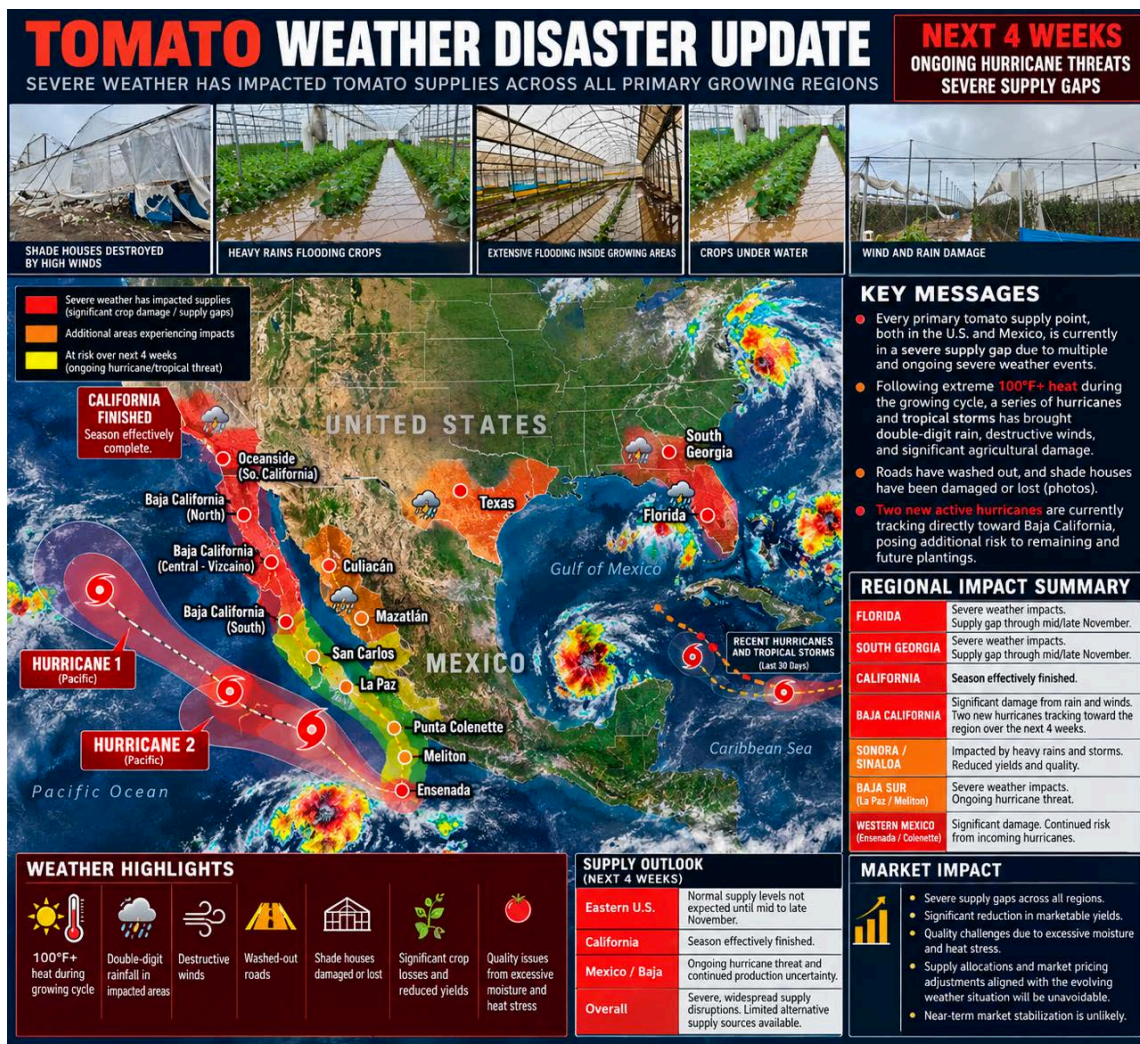
TOMATOES

Please call us for prices and availability. Severe weather has impacted tomato supplies across all primary growing regions.

Eastern USA - normal supply levels not expected until mid to late November

California - season effectively finished

Mexico/Baja - ongoing hurricane threat and continued production uncertainty



- **Organic Heirlooms:** Harvest out of Mexico is down due to current weather pattern. Very limited harvest out of California. Markets remain strong.
- **Heirlooms:** Harvest against "California grown" will begin the week of October 19. Origin of Mexico against new crop remains delayed until late October. Delays due to weather. Markets remain strong.



TOV's: lighter supplies out of Mexico due to cloudy weather. We'll have to wait and see how things go moving forward. FOB pricing is currently \$14.00 - \$15.00. Expecting higher costs for next week. Demand has been good and should start picking up next week.

Organic TOVs: good supplies continue out of Mexico. FOB cost is up. It's following the conventional pricing. Expect FOB's in the medium to high teens. Demand has been steady.

Beefsteak: fair to good supplies out of Mexico. Hearing quotes anywhere from \$16.00 to \$20.00 FOB. Probably higher next week. Demand is picking up and will get better as the lack of vine ripe tomatoes worsens.

Organic Beefsteak: fair to good supplies out of Mexico. FOB market is higher and will follow the conventional market. Demand has been light.

Organic Roma: light supplies out of all growing areas. We will not see any increases until Mexico starts up in January. FOB cost is in the \$34.95 - \$36.95 range and will probably move into the \$40s next week. Demand exceeds supplies.

Snacking tomato

- grape tomatoes are in Act of God (AOG) territory with Hurricane Polo and heavy rains in the East.
- cherry tomatoes have started to shoot up as well
- organic medley tomatoes are very limited
- conventional medley tomatoes have steady volume and decent supplies

Purple Crush: are currently in good supply as the new crop has begun.

CUCUMBERS

Persian: production is down in Baja due to recent weather. Sonora region is in better shape but overall market is up a bit. Organics are still a little tight.

English: steady supplies out of Mexico on both conventional and organic euro cucumbers. Costs have leveled off and quality is good.

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

SQUASH

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

Organic Soft Squash: California is done on zucchini and yellow squash. Mexico has started with good quality squash, pricing still a little high.

FRUIT

Organic Apples: good volume and quality on organic apples coming from Northwest.

Organic Melons: organic cantaloupes will go for 1 - 2 more weeks out of Brentwood, California. Organic Honeydews are finished. Organic mini watermelons are limited due to weather in Mexico.

Mango: all Brazilian tommy mangos are very tight right now. The volume should pick up this week from Brazil. Ecuador mango season will start up in November.

Organic Mango: We have Organic California Keitt mangos for another week or so. We still have a few 12 ct available this week. We will gap after the California season ends for about a month. Ecuador crop will start up in November, the crop looks to be down this year.

Pineapple: decent supplies on Costa Rican fruit available this week out West. Market has come down some. Very limited Mexican pineapple crossing the border now.

Strawberries

Santa Maria

- Crews continue to work through affected fields, taking a proactive approach to minimize quality issues in pack-outs.
- Field clean-up efforts are expected to be completed by the end of the weekend.
- Favorable weather conditions are expected to support quality improvements, with sunny days and overnight temperatures dropping into the low 50s. These conditions should promote better sizing, enhanced color development, and improved fruit firmness.

Central Mexico/Baja

- Crossings remain sporadic out of both growing regions.
- Recent rain events have disrupted harvest activities and negatively impacted quality.
- Volume is expected to increase steadily over the coming weeks, with peak production anticipated in early November.
- Product is currently shipping through both McAllen, TX, and Otay Mesa, CA.

Oxnard

- Crews are in the final stages of post-heat-event field clean-up.
- Plantings are expected to rebound as ideal growing conditions return through the weekend, supporting both quality and production.

Blueberries

- Central Mexico and Peruvian imports continue to be the primary sources of supply.
- Current loading locations include California, New Jersey, Texas, and Florida.
- Organic blueberry availability remains extremely limited, with demand continuing to outpace supply across all regions.

Blackberries

- Blackberry supplies continue to improve as Mexican production gains momentum and harvest volumes increase.

- Rain in key Mexican growing regions has created some logistical delays; however, overall supply continues to trend higher.

Raspberries

- Raspberry supplies remain adequate to meet current demand levels.
- Rain in Mexican growing regions has caused occasional logistical delays.
- Mexican production is expected to increase steadily week over week as harvests expand throughout October.

VEGGIES

Cilantro: price is steady

Green & Black Kale: green kale is steady

Onion Leeks: steady with prices coming off towards the end of last week. Good availability for more now.

Italian & Curly Parsley: higher here on both; not a lot extra available

Broccoli Crowns: steady quotes and availability here with most shippers into good numbers now

Jicama: Good supply.

Brussels: mostly steady here with a few shippers in better shape than others

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: the market on red and yellow onion have stayed the same this week. Demand is good. White onions are still high priced as there are only a few growers with big volumes and decent volumes are being exported to Mexico still. Freight rates have moved up again this week from the Pacific Northwest.

Green & Red Cabbage: steady at the elevated levels on green now. Red is steady and available.

Corn: steady with some better numbers on white and bi-color this week out of California. Desert should be starting soon.

Organic Eggplant: Mexico will start in 2 weeks with limited supply.

POTATOES

Russet: large sized carton russet potatoes remain very high. 80 and 90s are slightly lower this week. The 5 and 10# russet bags have stayed the same on price this week. Historic water shortages in the growing areas are going to keep things for 2026/2027. Russet 100s are cheaper.

Red & Gold: red C's remain short. Yellow potatoes out of Idaho coming down on price some as storages fill up. Demand is just fair.

White: some white potatoes are available but A's are very short.

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

CITRUS

Lemon: domestic availability is increasing with fresh district 3 and 1 harvest underway. We have good availability on 115's through 200's both grades.

Organic Lemon: we are packing fresh Mexico crop lemons in our bags along with domestic fancy in bulk cartons. Cartons peak on 95 - 140s.

Grapefruit: packing fresh California fruit from the desert. Looks to run small to medium.

Organic Grapefruit: packing fresh district 3 Star Rubies weekly; supplies getting better. Good availability on 10/4 lb bags and steady volume on cartons.

Navels: shipping this week. Navels eat good and color is light but will improve next week. Peak 88/113s.

Organic Navels: target to start shipping late the week of 10/19.

Valencia: 1 to 2 weeks left fruit is peaking on 72's.

Organic Valencia: we will continue to have fruit through October.

Limes: market pricing 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, still seeing high percentage of discoloration.

BELL PEPPERS



Organic Green: gapping for 2 weeks. Coachella will start in 2 to 3 weeks.



Organic HH Color: pricing is climbing

- Baja, Mexico - lowering production, super high temperatures but should start to cool down in a week or so.
- Sonora/Sinaloa - hasn't started yet, we can expect production to start around mid to late December.
- Jalisco/Nayarit - same situation, production is decreasing but it seems like we won't see any high volumes coming in. Production is mostly on choice.
- Central Mexico - production is low, it has been cloudy the last few days. With low temperatures you can't find much production in general
- Canada - limited volume, sizing is small



Bell Peppers: California has limited volume on green bells. Good volume on red and yellow bells. Green price is up on all sizes. Coachella to start in 1-2 weeks.

HH Bells: steady volume this week from Canada with good pricing.

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.
Mixed markets due to quality and size.

Jalapeño - good Supply
Serrano - good Supply
Anaheim - limited Supply
Caribe - Good Supply
Red Fresno - limited Supply
Habanero - Good Supply
Pasilla - good Supply
Thai Chili - limited Supply
Shishito - limited Supply
Tomatillo - limited Supply



Veg-Fresh Farms

1400 West Rincon Street, Corona, CA 92878

This email was sent to {{ contact.EMAIL }}
You've received it because you've subscribed to our newsletter.

[Unsubscribe](#)