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

MARKET REPORT

TOMATOES

- Tomato supplies are improving in Florida.
- Sunshine in Florida has allowed the initial harvest of good quality tomatoes and steady supplies for the first time in 8 weeks.
- Pricing and supply should see incremental improvement week over week, though Thanksgiving demand has begun to pressure the initally improving supply picture.
- Supplies from Baja CA, Jalisco and San Luis Potosi remain limited.
- Roma tomatoes remain tight with the market in the mid to high $40s for the best quality. Demand across all sectores continues to outpace supplies.





Heirlooms

- **Organic Heirlooms:** Harvest out of Mexico continues limited due to ongoing weather patterns and cooler temperatures in growing region. Markets remain strong. Forecasting crop to remain limited through Thanksgiving week.

- **Heirlooms:** steady harvest against “California grown” fall plantings. Origin of Mexico new crops remain delayed due to cooler temperatures in growing region. Markets remain strong.

LETTUCE

- **Iceberg** - market is upinto the mid $70 range FOB out of Salinas. Huron, CA started this week and so far, product is looking nice. INSV and disease continue to be an issue in fields. Demand exceeds supply. Expect the market to remain elevated through Thanksgiving. Yuma is slated to begin mid to late November.
- **Cabbage** - green cabbage is short and ok quality. Red and Napa cabbage is in good supply with decent quality.
- **Romaine** - quality is ok for market conditions. Pricing is high and has potential to continue to rise.
- **Green lead** - disease pressure is causing quality issues. Pricing is up.

BERRIES

Strawberries

- California production volumes remain below normal across all growing regions as fields continue to recover from recent rain events.
- Oxnard is producing primarily smaller-sized fruit, further limiting harvest volumes following significant field stripping over the past several weeks.
- Fill rates are expected to remain challenged, and order cuts will likely continue through the end of the week.
- To maximize transportation efficiency and offset lost truck space, suppliers are encouraged to pre-arrange fill-in items with other row crop commodities.
- Florida is expected to begin shipping meaningful production volumes during the final week of November.
- Market prices remain elevated at **$38.00-$42.00**, with supplies extremely tight as shippers prioritize contract obligations and existing commitments.

Blueberries

- Product remains available from Central Mexico, Peru, and Argentina, with loading points in New Jersey, Florida, Texas, and California.
- Supplies from Peru are tightening as the region moves beyond its peak production period.
- Argentina continues to face weather-related challenges that are impacting both harvest volumes and quality.
- Mexican production remains light but steady, with shipments loading primarily through Texas.
- Markets remain firm, with some growers anticipating a short production gap over the next two weeks

Blackberries

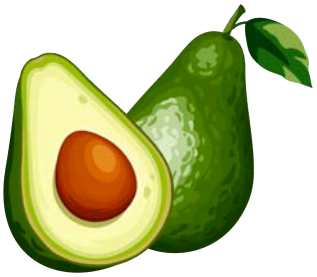
- Central Mexico production continues crossing steadily for loading in both Texas and California.
- Baja volumes are also moving consistently through San Diego.

Raspberries

- Central Mexico production continues crossing steadily for loading in both Texas and California.

- Baja volumes remain steady through San Diego loading points.

AVOCADO



Michoacán harvesting continues to recover following the recent stoppage over pricing, with packing and export activity steadily increasing, though progress remains gradual amid lingering logistical constraints. Jalisco has provided ongoing support to Mexican volume during the transition. Overall supply is improving from the lighter levels of the prior week, while California's season is now complete after a solid crop of good quality fruit. The market stays relatively tight with firm pricing in the near term as inventories continue to rebuild; conditions should ease further with sustained Mexican harvest activity, though full recovery will take additional time.

VEGGIES

Green & Black Kale: steady prices and supplies on kale this week.

Onion Leeks: steady pricing with most shippers switching transfers to the desert now

Broccoli Crowns: fairly steady prices and availability so far this week

Italian & Curly Parsley: steady supplies on both

Cilantro: steady supplies with availability in the desert and on the coast.

Slicer: cucumbers are steady out of Nogales, with quality improving and darker color being reported. Baja is wrapping up its season with production expected to finish by next week.

Brussels: higher and starting to get limited here

Corn: steady at the elevated levels in the desert this week

Italian & Yellow squash: plenty of volume out of Nogales. Good time to promote.

Eggplant: we are seeing more shippers starting up on eggplant out of Nogales. Supply is expected to increase as we move into November.

POTATOES & ONIONS

Russet: size 40-70s are jumping up in price as the Thanksgiving pull starts up. The 5 lb and 10 lb russet bags also moved up slightly. Demand on all potatoes will pick up for the holidays and as the temps cool off.

Red & Gold: red and yellow C potatoes are short and expensive. Good quality and

Chipping: new crop Washington and Idaho are available every day.

Onions: good supplies and quality on red and yellow onions. Market moving down slightly on reds. Limited supplies on good white onions out of California, Nevada and the Pacific Northwest. Freight rates have moved up again

supplies on A's and B's out of the Northwest.

White: size C's are very short. Good quality available on Bs and As though.

this week and will continue to rise during the holidays and tree season.

CITRUS

Lemon: good availability on all sizes and grades in D1 and D3. Market is soft we can work with you on pricing.

Grapefruit: stars are done and starting grapefruit rubies. Good volume on 32's and smaller

Navels: excellent volume on 88's through 138's on both grades. We have great promotion opportunities.

Specialties - Clementines started this week as well.

Limes

- Quality
  - is the main concern. We are seeing scarring and yellow bellies, along with some thrip damage.
- Availability & Sizing
  - availability is increasing on 110/150 and 230/250 counts
  - 175/200 counts are limited as we move into the new crop
  - 110/150 are expected to be limited a month from now
- Supply Outlook
  - rain is expected today and tomorrow in Martinez de la Torre. It coincides with the Mexican Revolution Day holiday, which should further slow harvesting and packing.
  - the rain should benefit fruit development for the upcoming crop, but lime supplies remain tight in the short term.
  - we anticipate improved availability beginning the first week of December, when fruit from the August bloom enters the market.

BELL PEPPERS

Bell Peppers: Coachella has limited volume on green bells. No volume on reds; extremely high prices. Very limited on yellow bells until Coachella starts in a week or two.

HH Bells: very limited volume out of Mexico. Price is going up quickly.

CHILI PEPPERS

Current growing regions:

- Chihuahua, Mexico
- Baja, Mexico
- Sonora, Mexico

Jalapeño - extremely limited supply
Serrano - extremely limited supply
Anaheim - extremely limited supply
Caribe - extremely limited supply
Red Fresno - extremely limited supply

Extremely limited supply on all chili peppers. Mixed markets due to quality and size.

Habanero - limited supply
Pasilla - extremely limited supply
Thai Chili - extremely limited supply
Shishito - extremely limited supply
Tomatillo husk & peeled - extremely limited supply
Jicama - limited supply

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