View in browser

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

MARKET REPORT

TOMATOES

Roma: both Eastern and Western roma tomato supplies remain in critically short supply. Moreover quality being a huge challenge. Acceptable standard product in the high $40s.

Round: Florida's new tomato harvest areas were hit hard last weekend by 3 - 4 days and multiple inches of rain. Harvest has been delayed and pricing still remains highly elevated.

Mexico: no anticipated meaningful tomato volume until January.



Snacking tomato

- snacking tomatoes are currently very limited

Heirlooms

- **Organic Heirlooms:** Harvest out of Mexico continues limited due to ongoing weather pattern and cooler temperatures in growing region. Markets remain strong.

- **Heirlooms:** Harvest against “California grown” fall plantings remain steady. Origin of Mexico against new crop will begin later November. Crops 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

- We are experiencing another week of an extreme demand-exceeds-supply situation in the strawberry market. Recent adverse weather across all growing regions has left supplies critically short. Rainfall in California and Baja last weekend totaled up to 1 inch in some growing areas.
- Cull rates as high as 50% have severely impacted production throughout California. Fruit quality remains poor, with much of the harvested volume unable to withstand transit times of more than two days from harvest.
- Shippers are focused on fulfilling contracts and prior commitments only.
- This situation is expected to continue impacting production through November.

Santa Maria

- The season is nearing its end, and many shippers are diverting fruit to processors rather than the fresh market due to ongoing quality concerns.
- Very little fruit is being harvested for the fresh market because of quality issues.

Oxnard

- The region is still recovering from recent rain events.
- Fields have been cleaned up, and growers are currently waiting for undamaged fruit to color properly before harvesting for the fresh market.

Central Mexico / Baja

- El Niño-related weather conditions persist in the growing regions, slowing the ramp-up to peak seasonal production.
- Some shippers have begun loading the full berry patch lineup on a limited basis out of Texas.
- Under normal circumstances, production from Central Mexico and Baja would be increasing to help relieve demand pressure in California; however, volumes remain limited.

Blueberries

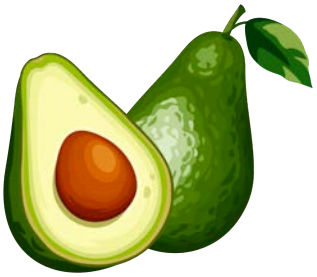
- Central Mexico and Peruvian imports remain the primary sources of supply. Argentine product is beginning to enter the market in limited volumes.
- Peru continues to experience El Niño-related weather patterns in growing regions, which could impact supplies moving forward.

Blackberries

- Mexican production is recovering following recent rain events in Central Mexico and Baja, which temporarily reduced harvest volumes.
- Overall supplies are expected to continue trending higher, barring any additional weather disruptions.

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 harvest volumes expand throughout November.



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. 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: steady prices on kale this week.

Onion Leeks: prices are steady with good availability

Broccoli Crowns: steady/slightly higher with several shippers firming pricing up.

Jicama: Good supply.

Italian & Curly Parsley: higher price still with a ton of extra parsley around.

Cilantro: steady price on cilantro this week

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: firmer supplies here with insect presence starting to affect things. Holiday demand is starting to pick up as well with more coming next week.

Corn: higher here with rain in the desert slowing things down to start the week. Limited supplies.

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: pricing is coming down slightly on carton Russets. Size 40-70s cartones are still high priced. The 5 lb and 10 lb russet bags are about the same. Demand on 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 supplies on A's and B's out of the Northwest.

White: size C's are very short. Good quality available.

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

Onions: good supplies and quality on red and yellow onions. Market remains similar. Limited supplies on good white onions out of California, Nevada and the Pacific Northwest. Freight rates have moved up again this week and will continue to rise during the holidays.

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 48/56s.

Navels: excellent volume on 56's through 138's on both grades. We have great promotion opportunities.

Specialties - packing Satsumas - bald and stem & leaf. Clementines started this week as well.

Limes: prices are stable for this week and next week. Lime production is expected to gradually decline through November as the supplies start to trend downward. Quality will remain one of the main challenges. Appearance - high percentage of discoloration, scarring and staining with limited shelf life. The challenge will be to maintain consistent quality and product availability. Current crop harvesting 250s, 230s, 200s and 175s.

BELL PEPPERS

Bell Peppers: Coachella has limited volume on green bells. Limited volume on reds. Green price is up on all sizes. Very limited on yellow bells.

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

CHILI PEPPERS

Current growing regions:

- Chihuahua, Mexico
- Baja, Mexico
- Coachella, USA

Mixed markets due to quality and size.

Jalapeño - limited supply
Serrano - limited supply
Anaheim - extremely limited supply
Caribe - limited supply
Red Fresno - limited supply
Habanero - good supply
Pasilla - extremely limited supply
Thai Chili - limited supply
Shishito - extremely limited supply
Tomatillo husk - extremely 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

Sent with Brevo