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.

Heirloom Tomatoes

- **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.



TOV's: fair to good supplies out of Mexico. FOB cost is moving higher. Hearing quotes as high as $18.00 FOB. Could see the higher cost next week. Good demand back East is driving up cost. Finally seeing a bump up with all other tomato prices so high.

Organic TOVs: we are seeing an increase on production out of Mexico. Still hearing quotes in the $18.95 range, but deals being made on volume orders. Demand has been steady.

Beefsteak: fair supplies out of Mexico. FOB costs is holding in the $28.95 to $30.95 range. Demand is slowing down a bit with the higher cost, some retailers are pulling out beefsteak.

Organic Beefsteak: fair supplies out of Mexico. FOB quotes are holding in the low $30s. Demand has slowed. Higher cost is slowing demand.

Organic Roma: extremely light supplies out of Mexico and Baja. Do not expect any increases on production anytime soon. FOB cost is moving up. We could see in the $50 maybe higher by the weekend. Demand exceedes availability.

Snacking tomato

- snacking tomatoes are currently very limited

CUCUMBERS

Persian: production has increased a bit and the conventional amrket is a little better. Organic persian cucumbers remain tight! Costs are still elevated but conventional prices should drop a bit over the next week.

English: production should increase a bit this week. Costs are stable and quality is good.

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

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.

SQUASH

Organic Hard Squash: organic acorn squash has finished in California. New production has started in Mexico but costs are high. Light supplies on organic kabocha and honeynut from California. Mexico to start up over the next few weeks. Good supplies will continue from Central California on organic butternut, spaghetti, delicata and red kuri.

Organic Soft Squash: California is done on zucchini and yellow squash. Mexico has started with good quality squash. Pricing is coming down with deals on yellow.

Italian & Yellow Squash: plenty of volume out of Nogaales. Good time to promote

FRUIT

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

Mango: still some Brazilian mangos available but mostly out on the East Coast. Ecuador has been hit with heavy rains affecting the overall quality on mangos. Heavier to larger sizes available. Peru will start shipping earlier this year to take advantage of a short Ecuador market.

Organic Mango: the Organic California Keitt mangos are done. Ecuador is having quality issues and will probably only pack conventional this year. Peru Organic Kents should start in the second week of November so we will gap on mangos until then.

Pineapple: demand is slow on pineapples. The market has softened again this week. Mexico pineapple crop is picking up with volumes. Quality is good.

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.

VEGGIES

Cilantro: steady price on cilantro this week

Green & Black Kale: steady prices on kale this week

Onion Leeks: prices are steady with good availability

Italian & Curly Parsley: higher price still with not a ton of extra parsley around

Green & Red Cabbage: firm on both with a lot of insect presence on the green cabbage on the coast. Bakersfield is done with their short season.

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

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

Jicama: Good supply.

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.

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.

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

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.

Organic Lemon: we will continue to have Mexico fruit for the next 8 weeks to pack in bags. Have fresh D3 fruit for cartons (95s - 140s) packing in Brawley, California.

Grapefruit: stars are done and starting grapefruit rubies. Good volume on 48/56s.

Organic Grapefruit: packing fresh district 3 Star Rubies weekly. Fruit peaking on 36s and smaller.

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

Organic Navels: steady volume peaking on 88/72/113s.

Specialties: packing conventional Satsumas bald and stem & leaf. Clementines started this week as well. Organic Satsumas and Celmentines will start next week.

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

Organic Green: gapping. Coachella will start in 1-2 weeks. Choice is available.

Organic HH Color: steady volume this week from Mexico with steady pricing.

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.

Organic Mini Sweet Peppers: Baja Mexico supplies limited due to past tropical storms and Oxnard, California will also receive rain at the end of this week.

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 - 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

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