



Weekly update for March 27, 2024

TOMATOES

Grape Tomatoes

Grape tomatoes both organic as well as conventional continue to be plentiful in supply.

Organic Sweet King Tomatoes

Organic vine-ripe and hot house tomatoes are in the same boat with pricing soaring into the 30+ range.

Round, Roma and Vine-Ripe Tomatoes

Florida

Devastating rain last weekend took a direct hit on the current primary tomato growing areas in Florida. 5 inches to 6 inches of rain all at one time has knocked growers out of harvest picking this week of Easter demand. Post rain picking is estimated to have drastically reduced yields and less than ideal quality.

By the **END OF APRIL**, Florida will have recovered into the new spring tomato harvest areas that were spared from last week's storm. Round tomatoes \$28.95 - \$34.95 and Roma tomatoes \$28.95 - \$32.95. Demand exceeds too few supplies to meet demand.

Mexico

Mexican tomato growers are in a declining window of tomato production from Culiacan and Sinaloa. Sonora and Jalisco are both not producing enough tomatoes to offset the lessened production from Culiacan and Sinaloa, nor the immediate lack of supplies from Florida.

This being Easter week, tomatoes will be harvested only for a few days before ranches close down until after Easter. Demand exceeds supplies on both round and roma tomatoes. Round vine ripe tomatoes \$28.95 to \$34.95. Roma tomatoes \$25.95 to \$28.95.

ONIONS

White Onions out of Mexico are still expensive but are down slightly in price and not a lot of extra volume around. Quality on Pacific Northwest and Nevada white onions are not very good right now. Yellow onions are stable but the Jumbo Red Onions have moved up in price

as shippers are trying to stretch their crops into April. The desert onion deal should start up in late April.

AVOCADO

Volume is starting to slow down on avocados out of Mexico. At the same time, California fruit is inching closer and closer to having volume to promote. That being said, California fruit is not ready to plug the gap that Mexico is leaving behind in the market. This week being Holy Week, harvest has slowed down considerably and the market has reacted with raised pricing across the board.

LETTUCE

Iceberg

Lettuce has experienced colder temps causing elevated pricing and less product being produced. Crews are doing their best to pack the best quality, but expect to see quality issues. Prices are high and will continue their roller coaster trends. Growing regions are now Yuma, AZ, Huron, CA and Santa Maria, CA. Salinas will start in mid-April.

Green Leaf

Holtville/Yuma weather has caused slowing in the growth cycle. Weights and heads are slightly smaller. Overall quality is looking good to nice. Pricing is elevated.

Romaine

Quality is looking so so with insect presence. Pricing has increased due to lower availability.

Cabbage

Green, Red and Napa cabbage are available. Napa is elevated.

POTATOES

Chipper Potatoes

Veg-Fresh is shipping chipper potatoes daily! Call your sales representative for pricing and information.

Russet Potatoes

Conventional - Russet potatoes are steady. Demand is moderate, promote with confidence.

Organic - Organic russet storage crop will be shipping into the summer. Market will strengthen moving towards June. Veg-Fresh is shipping 3# and 5# bags, paper and poly. Organic carton russets too!

Sweet Potatoes

Organic and conventional sweet potatoes - shipping all varieties of sweet

Red and Gold Potatoes

Conventional - Colored potatoes will continue shipping out of the Pacific Northwest through April/May. Florida has started shipping red, gold and white potatoes.

Organic - Veg-Fresh offers these organic potatoes packed in paper or poly bags! We are shipping organic colored potatoes out of the Pacific Northwest through April, then we transition to the desert crop.

Fingerling Potatoes

Conventional - Russian banana fingerlings are available, along with French and additional varieties.

Organic - Russian Banana and mixed varieties, 16/1.5# bags or 20# cartons.

potatoes, conventional and organic.

White Potatoes

Call for up-to-date availability on white potatoes.

Organic Creamer Potatoes

We have purple, red and gold creamers available - packed in 16/1.5lb bags. Get single varieties or mixed.

CITRUS

Grapefruit

Conventional

D3 Rio Red and transitioning to D2. Peak sizes 40s/36s/48s/32s.

Mexico - is expected to finish next week.

D1 Stars are now available in good supplies. Quality is good. Grading more towards fancy. Peak sizes 40s/36s/48s/32s.

D2 stars are now available in light supplies. Expect supplies to increase as we move into the season. Peak sizes 40s/36s/32s/48s.

Navel Oranges

Conventional

D1 good supplies Washingtons. Fruit peaking large 56s/48s/40s/72s and limited on 113s/138s.

Lemons

Conventional

D3 is now finished.

D1 harvesting is at its peak. Quality is good. Grading heavy on fancy and large sizes. 95s/115s/75s limited on 140s and smaller.

Limes

We are entering the shortest supply time of the year on limes. Prices spiked in February, will remain high through March and start to come off sometime in April. This is due to cold weather in 2 major growing regions. Trees just don't produce much fruit this time of year. That said, our growers don't expect to see a crazy \$70-\$80 market this year but we could see \$40-\$50 over the next few weeks.

BERRIES

Blueberries

Blueberry market has seen a sharp increase in demand due to Chilean imports coming to a halt. Peru and Mexico are still crossing with good supplies and quality. Florida has now started with excellent quality and Georgia will be up and going by mid-April. Expect prices to remain high for the next 21 days.

Strawberries

Demand varies by district due to overall production, quality and condition. Florida is in trying to hold on through Easter pull. Baja and Oxnard are a couple of weeks away from their peak. Santa Maria is just starting to pick promotable volume.

Heavy rains this weekend in our California regions.

Baja/Oxnard demand is good. The market is trending in the double digits. Baja volume is trending up but being challenged with rain. Oxnard quality is great and production is going up quickly. Expect excellent fruit quality and condition with great flavor.

Santa Maria Demand is good. The market is tending in the double digits. Similar to Oxnard in that quality is excellent. The plants are loaded. Expect promotable volume and excellent quality, condition and flavor. Baja, Oxnard and Santa Maria all have large fruit.

Central Mexico has concluded the season.

Florida will be concluding the season at the end of the weekend.

VEGGIES

Green Bell Peppers

Conventional

Supply has improved. We see steady supply on large sizes. We should see a greater improvement in the next two weeks.

Colored Bell Peppers

Conventional

Less supplies available on colored bell peppers due to weather issues. Also, growers cut green due to high market and did not leave enough product to color up. The rain is also affecting Culiacan and Los Mochis. We should start to see better supply in the next 2 weeks.

Chilie Peppers

Steady volume coming out of Sinaloa, crossing through Nogales.

Brussels Sprouts

Conventional

Conventional brussel sprouts available out of California and Mexico are starting to tighten up on volume.

Cucumbers

Nothing has changed much. Still short supplies hoping to see better supply in the following weeks.

Short supplies due to cold nights in Sinaloa and Baja south. Cucumbers are very delicate and with the cold weather they don't grow well. All the flowers will not form until weather gets better.



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