



Weekly update for March 20, 2024

TOMATOES

Grape Tomatoes

Grape tomatoes both organic as well as conventional are steady volumes through Mexico and the East coast.

Organic Sweet King Tomatoes

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

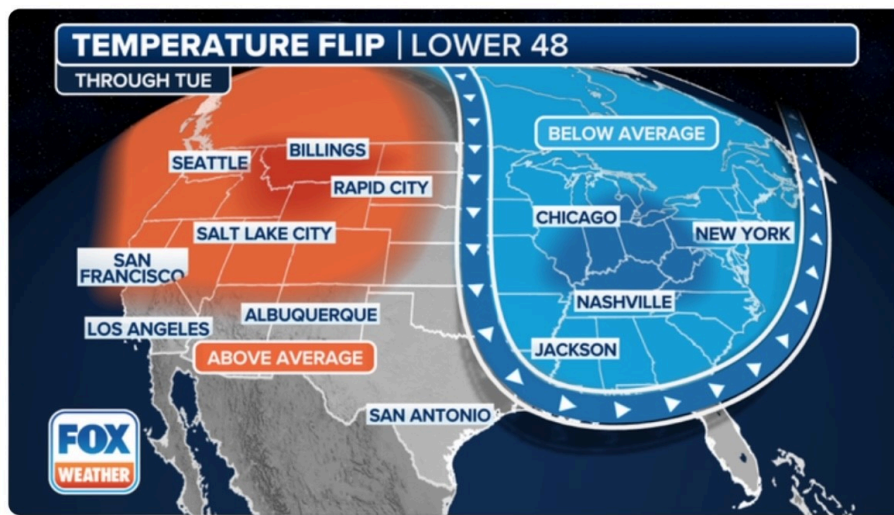
Round, Roma and Vine-Ripe Tomatoes

Florida

Cool weather in the Southeast and rain this weekend in Florida continue to hamper arrival of spring tomato supplies. Look for mid April to be the point of improving tomato supplies in the Southeast. Markets remain in the high teens on the next quality roma and round tomatoes.

Mexico

Culiacan and Sinaloa are seeing declining volume on both roma and round tomatoes. New crop romas from Sonora will begin to show up in early April. Markets continue in the high teens to low twenties for the best quality vine ripers. Mid to high teens for best quality roma tomatoes.



Freeze Warnings cover 11 states as winter hangs on into start of spring

ONIONS

White Onions volume out of Mexico are coming down in price. Quality on whites is also improving in shape and color. Varying quality out of the Pacific Northwest with many Idaho shippers finishing up next week.

Yellow onions are staying about the same this week, but the jumbo red onions got more active and prices have crept up.

The desert onion deal should start up in late April. It should be an interesting next month on onions.

AVOCADO

Volume out of Mexico 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. We anticipate pricing to rise as Mexico slows down. Hopefully California fruit can help on pricing when the timing is right.

LETTUCE

Iceberg

Lettuce has experienced colder temps causing elevated pricing and less product being produced. Crews are doing their best

Green Leaf

Holtville/Yuma weather has caused slowing in the growth cycle. Weights and heads

Romaine

Quality is looking so so with insect presence.

Cabbage

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

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.

are slightly smaller. Overall quality is looking good to nice. Pricing is elevated.

Pricing has increased due to lower availability.

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 potatoes, conventional and organic.

White Potatoes

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

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.

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.

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

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.

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 continues at same levels with spot buy opportunities on both coasts. Peruvian and Mexican quality remains excellent and demand has kept pace with production. Florida has started their deal and Georgia will begin in 3 weeks.

Strawberries

Demand varies by district due to overall production, quality and condition. Central Mexico is 90% processing. 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.

Baja/Oxnard demand is fair to light. The market is lower. 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 fair to light. The market is lower. 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 quality and condition has made 90% of the fruit allocated to processing.

Florida demand is light. The market is lower. Some/many price to be established later. Florida is in its peak. Quality and condition should be fair to good with smaller size. Season to conclude after Easter.

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 with good 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.



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 market report.

[Unsubscribe](#)

