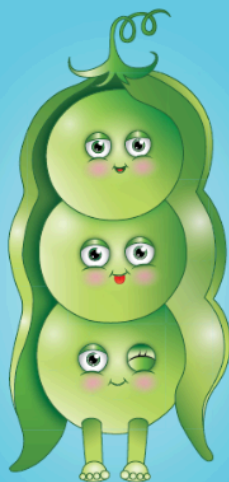


# Spread HAP-PEA-NESS



Weekly update for March 20, 2024

## TOMATOES

### Tomato on the Vine

#### *Conventional*

**Supplies** - Mexico still has decent supplies. Canada should be starting up with new production any time.

**Pricing** - It tried to move up a bit late last week. It seems to still be holding in the \$7.95 - \$8.95 FOB range for now.

**Demand** - Overall demand has slowed down a bit. We'll have to see how things are affected with Canada starting up.

#### *Organic*

**Supplies** - Good supplies out of Mexico.

**Pricing** - FOB quotes are in the \$10.95 - \$12.95 range. Deals are being made on load volume orders.

**Demand** - Light demand continues. We have promotable pricing available if there is any interest.

### Beefsteak Tomatoes

#### *Conventional*

**Supplies** - Fair supplies out of Mexico. Canada should start up with some volume soon.

**Pricing** - FOB costs are all over the place. Hearing prices from \$10.00 - \$16.00 FOB.

**Demand** - Fair demand on beefs.

#### *Organic*

**Supplies** - Fair to steady supplies out of Mexico.

**Pricing** - FOB costs are still in the low to mid \$20.00s.

**Demand** - Demand has slowed down a bit. Overall business on organics have been light.

### Organic Roma Tomatoes

**Supplies** - We are seeing a transition period out of Mexico. Old field product is starting to show some quality issues. New production is starting up. Hopefully quality will improve.

**Pricing** - FOB cost are ranging mostly in the \$12.95 - \$14.95. Higher quotes on better quality product.

**Demand** - Fair to good demand.

## **Grape Tomatoes**

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

## **Heirloom Tomatoes**

### ***Organic***

Harvest out of Central Mexico and Baja are down due to interplanting. Harvest will improve by late March. Markets are up.

### ***Conventional***

Harvest out of Central Mexico is down. Harvest will improve within the next couple of weeks.

## **Medley Tomatoes**

Medley tomatoes remain very short supply. Markets are still in the high 30s on clams for medley tomatoes.

## **Cherry Tomatoes**

Cherry tomatoes remain in short supply. Markets are still in the high 30s on clams for cherry tomatoes.

## **Organic Sweet King Tomatoes**

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

## **Organic Purple Crush Tomatoes**

Purple crush tomatoes - waiting for mid-April crop to produce better volume.

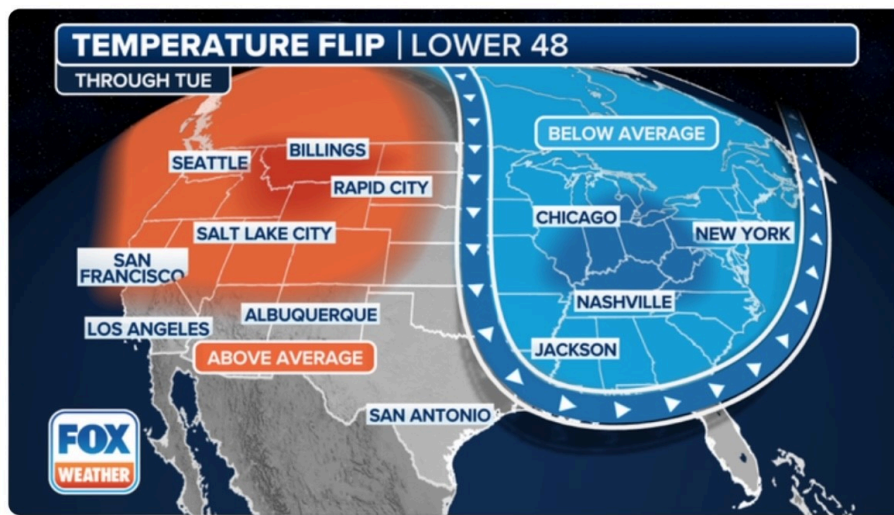
## **Round, Roma and Vine-Ripe Tomatoes**

### **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.

### POTATOES

#### 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.

#### Red and Gold Potatoes

**Conventional** - Colored potatoes will continue shipping out of the Pacific Northwest through April/May. Florida will be starting 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.

## **White Potatoes**

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

**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**

### ***Organic***

D3 - expect for Rio's to finish end of next week.

D2 - Star ruby. Good supplies and availability. Fruit is grading more towards fancy with good red color both inner and outer. Peak sizes 40s/36s/32s/48s/56s.

Mexico - imports continue to cross in good quantities, expect season to end in a couple of weeks. 32s/36s/27s/40s/48s/ some 56s.

### ***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.

### ***Organic***

California D1 supplies are becoming limited as shippers end their season. Demand is exceeding supplies. Fruit quality is more towards choice. Fancy is becoming limited.

## **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.

### ***Organic***

California D3 has finished.

D1 is now at full harvest. Peak sizes 115s/95s/75s limited on 140s/165s/200s. Season is expected to finish in two weeks.

D2 is now at full harvest. New crop very strong. Quality is at its best with silver tips. Peak size 140s/115s/165s/95s limited on 200s.

## **Limes**

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

## **Sweet Limes**

D2: color are now full yellow. Good sizes peaking on jumbo/mam/large.

Peak sizes 56s/48s/72s/88s limited on 113s/138s.

## 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.

### Blackberries

Blackberry market is steady with quality fair to good. Imports will stay steady from Central Mexico for the next 2 weeks and now would be a good time to promote.

### Raspberries

Raspberry demand seems to be all over the board with a large range in pricing. Generally low to mid twenties. Most production is coming from Central Mexico with Baja still in the mix. However, Baja will be winding down quickly. Production looks to stay steady and raspberries will be a great promotional item for the next 2 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.

## PEPPERS

### Green Bell Peppers

#### ***Conventional***

Steady volume coming through Nogales.

#### ***Organic***

Organic Green bell peppers are gapping for one week.

### Organic Mini Sweet Peppers

Organic Mini Sweet Peppers are currently out of Mexico with a short 2-day notice.

### Colored Bell Peppers

#### ***Conventional***

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

#### ***Organic***

Organic colored bells - are very limited.

### Chilie Peppers

Steady volume coming out of Sinaloa,

## FRUIT

### Organic Apples

Plenty of Organic apples available with aggressive pricing! There should be enough domestic volume on most apple varieties to last until new crop begins in the fall.

### Mango

#### *Conventional*

Seems to be more larger sizes mangos out of Mexico, sizes 6's and 9's; not a lot of 12ct or 10ct mangos on rounds. Decent supplies on Ataulfo 14-18's available now.

#### *Organic*

Mexican organic mangos are in better supply. Mostly Tommy Atkins variety size 8 - 10 counts. Prices down slightly this week. Quality is good.

### Pineapples

#### *Conventional*

The market is fairly good on size 5/6/7s. Very little extra fruit around to sell as Easter is approaching. Mexico pineapple volume is picking up slightly, but the FOB prices are about the same. Landed prices are still higher than Costa Rica. Retail pineapple prices are high keeping movement very light.

#### *Organic*

Supplies are very tight out of Mexico and from Costa Rica right now. Market is up this week and next week but post Easter weeks should return to normal.

## CUCUMBERS

### Organic Hot House Cucumbers

Currently out of Mexico. Good volume on production.

### Organic Slicer Cucumbers

Out of Hermosillo, Mexico with limited volume.

### Cucumbers

Nothing has changed much. Still short supply 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 cold weather, they don't grow well. Flowers will not form until weather gets better.

### Persian Cucumbers

Steady supplies of nice conventional and organic cucumbers. Demand is high and costs are still slightly elevated.

## VEGGIES

### Brussels Sprouts

#### *Conventional*

Conventional brussel sprouts available out of California and Mexico with good volume.

### ***Organic***

Organic Brussels sprouts out of Mexico with good volume and quality.

### **Organic Green Beans**

Organic Green Beans out of Mexico with good volume and quality.

### **Organic Eggplant**

Available out of Hermosillo, Mexico with better supplies and quality.

## **SQUASH**

### **Organic Soft Squash**

Mexico is currently in growing area Guaymas. Good volume on zucchini. Organic yellow squash also has better volume.

### **Organic Hard Squash**

Good supplies of butternut and spaghetti. Limited volume on acorn, kabocha and delicata.



### **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](#)

