



**Weekly update for April 17, 2024**

## **TOMATOES**

### **Grape Tomatoes**

Grape tomatoes are still in great supply on both organic and conventional. Mexico is currently flushing.

### **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**

Slow start to Spring tomato harvest. Markets continue firm until more volume can be harvested. Romas \$18.95 and Round tomatoes \$25.00 - \$27.00.

#### **Mexico**

Winter tomato crop volume declining week over week. Markets continue elevated on few supplies. Big vine ripe tomatoes high \$20s to low \$30s. Smaller sized rounds same. Roma tomatoes - Sinaloa and Culiacan are finishing. Sonora is having a slow start on spring harvest. Markets are firm in the high teens for best quality and few supplies.

## **ONIONS**

Mexican white onion volumes are picking up this week. Market is down. A wide range of pricing and varying quality. Red onions are extremely short and prices are rising as not a lot of volume left up in the Pacific Northwest or Mexico but the desert onion deal is starting up this week. Yellow onions are still in good supply and the desert deal will be starting soon as well.

## **AVOCADO**

Volume on avocados from Mexico is down. At the same time, California fruit is inching closer and closer to having volume to promote. After two weeks of markets ratcheting up, they have stabilized - albeit at higher price points than several weeks ago. We expect an elevated market for the next two to three weeks at least.

# LETTUCE

## Iceberg

Transition has begun! Yuma, AZ is still going in a small way, and the Salinas region has officially started. Huron and Santa Maria, CA are still shipping. Pricing is starting to come down, and all signs show a smooth transition. Quality does have minor issues.

## Green Leaf

Salinas is the new growing region. Overall quality is looking nice.

## Romaine

Is shipping out of Yuma and the Salinas region. Pricing has started to come down with good demand for the product.

## Cabbage

Green, Red and Napa cabbage are available. Shipping out of Salinas.

# 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, we will be shipping through the summer. Demand is moderate.

**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. California is starting on colored potatoes, volume will ramp up towards end of April.

**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, 20# or 50# cartons.

## Organic Creamer Potatoes

Red and gold creamers available, 50# cartons or packed in 16/1.5lb bags. Get single varieties or mixed.

# CITRUS

## Grapefruit

## Lemons

### *Conventional*

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 and are expected to increase as we move into the season. Peak sizes 40s/36s/32s/48s.

### *Conventional*

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

The market is getting better and steady day by day due to improved weather.

## BERRIES

### Blueberries

Blueberries are steady and volume out of Central Mexico continues to rise as is Florida and Georgia. Peru imports will all but end by May 1<sup>st</sup>. Quality is good to excellent from all districts. Market should continue at same levels and will see prices start to fall slowly by end of next week. Great time for Mothers Day promotions.

### Strawberries

No rain in the forecast for the foreseeable future. Baja, Oxnard and Santa Maria regions are currently producing promotable volume.

**Baja:** demand is good. The market is trending in the double digits. Baja volume is trending up and quality has improved dramatically. Expect excellent fruit quality and condition with great flavor. Season to go through mid-May.

Oxnard: Demand is good. The market is trending in the double-digits. Baja volume is trending up and quality has improved dramatically. Expect excellent fruit quality and condition with great flavor. Season to go through mid-June.

**Santa Maria:** Demand is good. The market is trending in the double digits. Like 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.

**Watsonville/Salinas:** Supply to pick up in 2-3 weeks.

## VEGGIES

### Green Bell Peppers

#### *Conventional*

Steady volume from Nogales, AZ. Coachella, CA will be starting soon.

### Colored Bell Peppers

#### *Conventional*

Steady volume on all colored bell peppers.

### Chilie Peppers

Right now we can expect high prices and short supplies for the next 4-6 weeks until Baja and Northern California starts. Sinaloa, Mexico is finishing up and we are currently

gapping.

## **Brussels Sprouts**

### ***Conventional***

Conventional brussel sprouts available out of California and Mexico.

## **Cucumbers**

Steady volume out of Nogales, AZ for another 4 weeks. Then we will see Baja starting in the middle of June; we will have a small gapping window.



### **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](#)

