



Cool  
as a  
Cucumber



## Weekly update for April 17, 2024

### TOMATOES

#### Tomato on the Vine

##### *Conventional*

**Supplies** - Canada has started up production and we should see volume picking up. Mexico production is steady.

**Pricing** - FOB cost out of Mexico is \$6.95 - \$7.95 with deals being made on load volume. Canadian costs are mostly in the \$8.00 - \$9.00 FOB range.

**Demand** - Fair to good demand. Mexican demand has been slowed with Canada starting up.

##### *Organic*

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

**Pricing** - FOB quotes are in the \$10.95 - \$12.95 range.

**Demand** - Fair to good demand.

#### Beefsteak Tomatoes

##### *Conventional*

**Supplies** - Canada production should start to increase over the next couple of weeks. Mexican production is slowing a bit.

**Pricing** - FOB cost is in the low to mid-teens on Mexican product. Canada is quoting in the mid-teens.

**Demand** - Good demand. Light supplies on Mexican vine-ripe tomatoes is helping the beef market.

##### *Organic*

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

**Pricing** - FOB costs have come down a bit. FOB quotes are in the mid to high teens.

**Demand** - Fair demand overall.

## Organic Roma Tomatoes

**Supplies** - Good supplies out of Mexico. New supplies are starting up in Mexico.

**Pricing** - FOB cost are mostly in the high teens.

**Demand** - Fair to good demand.

## Grape Tomatoes

Grape tomatoes are still in great supply on both organic as well as conventional.

## Heirloom Tomatoes

### *Organic*

Harvest out of Central Mexico is improving. Harvest out of Baja remains delayed until week of 4/22 due to unseasonably cool weather. Markets continue to be strong.

### *Conventional*

Harvest out of Central Mexico is very good going into the week and next week. Stable warmer weather has lifted harvest.

## Medley Tomatoes

Medley tomatoes are steady.

## Cherry Tomatoes

Cherry tomatoes are great in supply right now as well. Mexico is flushing on cherry, medley and grape 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 still 3 weeks out from production.

## 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 size rounds same. Roma tomatoes - Sinaloa and Culiacan finishing. Sonora slow starting 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.

# POTATOES

## 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

### **Organic**

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**

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.

## Lemons

### **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.

### **Organic**

D1 is now at full harvest. Peak sizes 115s/95s/75s limited on 140s/165s/200s. Season is expected to finish before month is over.

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

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

## Valencia Oranges

D2 valencia's are now in season. Started harvesting last week. Peak sizes 113s/138s/88 limited on 72s and larger.

## Sweet Limes

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

# 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.

## 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 continues to stay strong and looks to stay that way for the next 10 to 14 days. Crossings from Mexico are steady and should maintain however, demand is strong. Quality is good to excellent.

## 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.

**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.

# PEPPERS

## Green Bell Peppers

### *Conventional*

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

### *Organic*

Organic Green bell peppers are gapping due to quality issues in the fields.

## Organic Mini Sweet Peppers

## Colored Bell Peppers

### *Conventional*

Steady volume on all colored bells.

### *Organic*

Organic colored bells out of Mexico are very limited.

## Chilie Peppers

Please expect high prices and short supplies for the next 4-6 weeks until Baja

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

and Northwen CA starts. Sinaloa, MX is finishing up and we are gapping.

## FRUIT

### Organic Apples

Good volume of organic apples still coming in from the Northwest.

### Mango

#### *Conventional*

Mango volumes are starting to pick up out of Mexico. Pricing on larger fruit is more expensive and tighter in supplies. Mostly 10/12's available on Tommy Atkins. Ataulfos are still available but mostly smaller sizes 18-22's. Prices are coming off.

#### *Organic*

Mexican organic mango market remains steady. Quality is good with mostly Tommy Atkins 9/10ct available. Demand is fair. Some organic Ataulfo mangos are available but mostly smaller sizes and some scarring present.

### Pineapples

#### *Conventional*

Pineapples out of Costa Rica still remain high in price and this is very little extra fruit around. Some Mexican and Ecuador pines around but not a lot of volume though.

#### *Organic*

Good supplies coming in from Mexico on 6/7/8ct Organic pineapples right now. Some Organic pineapple arriving from Costa Rica on organic pineapples. Market is steady.

## CUCUMBERS

### Organic Hot House Cucumbers

Currently out of Mexico. Good volume on production.

### Organic Slicer Cucumbers

Out of Hermosillo, Mexico with good volume.

### Cucumbers

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

### Persian Cucumbers

Steady supplies of conventional and organic persian cucumbers with great costs. Quality is excellent and it's a good time to promote.

## VEGGIES

### Brussels Sprouts

#### *Conventional*

Conventional brussel sprouts available out of Mexico & California.

#### *Organic*

Organic Brussels sprouts out of Mexico with limited volume and quality starting to show some issues.

### **Organic Green Beans**

Organic Green Beans out of Mexico with good volume and quality up to the end of April. Then we will see some gapping for 2-3 weeks until California starts.

### **Organic Eggplant**

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

## **SQUASH**

### **Organic Soft Squash**

Mexico is currently in growing area Hermosillo. Good volume on zucchini. Organic yellow squash also has better volume. Price is starting to rise again.

### **Organic Hard Squash**

Good volume on small sizes of organic hard squash. Slightly better supplies of organic spaghetti squash. Delicata now available but costs are high.



### **Veg-Fresh Farms**

1400 West Rincon Street, Corona, CA 92878

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