



Weekly update for April 24, 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

This tomato growing area will begin to see early spring tomato harvest commence near the first week of May. Currently demand exceeds few supplies on both rounds and romas. Round tomatoes pacing \$26.00 - \$27.00 FOB. Roma tomatoes \$17.00 - \$18.00.

Mexico

Culiacan and Los Mochis have pretty much finished for the season. Sonora and Central Mexico are about 2 weeks away from beginning to see volume on round and roma tomatoes. Markets are in the \$17.00 - \$19.00 range on the best quality roma tomatoes. Vine-Ripe tomatoes are in the \$26.00 - \$28.00 FOB range for the best quality.

Baja, California

Growers are just barely getting started on both round and roma tomatoes. No volume for another 2 weeks.

Indio, California

Will begin harvest of field ripe tomatoes on or about the second week of May.

ONIONS

The desert onion has finally started up with some reds and some early yellow onions. Mexican white onion market is coming down more again this week. Red onions remain very tight this week as prices are high as not a lot of volume left up in the Pacific Northwest or

down in Mexico. Yellow onions are still in good supply and the desert deal is colliding with the Pacific Northwest yellow crop. Quality remains good out of the Pacific Northwest.

AVOCADO

Avocados remain in short supply however, Mexico is starting to show some life on harvest levels. We anticipate more fruit to come off the trees in May as the loca crop comes on at the end of the month. California fruit is also starting to become available, further filling the avocado inventories in the USA.

LETTUCE

Iceberg

The Salinas region is now the main area growing lettuce. Pricing has perked back up as Salinas has gotten off to a slower start than anticipated. Smaller heads and lighter weights are being packed due to lettuce not growing as quickly in the fields. Expect pricing to stay elevated until the Salinas region can catch back up. Quality overall is good.

Green

Leaf

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

Romaine

Is shipping out of the Salinas region. Pricing has firmed up due to demand for the product and slower transition. Product overall is looking good.

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.

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 is ramping up!

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.

White Potatoes

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

CITRUS

Grapefruit

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.

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 1st. 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.



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