



JULY WEEK OF 7.27 - 7.31

FOOD SERVICE MARKET REPORT

A Weekly Newsletter by Veg-Fresh Farms



WEATHER OUTLOOK

Information from weather.com

Hurricane Hanna came ashore on the Texas coast Saturday evening and brought serious problems to residents of South Texas. At the height of the storm's impact, more than 250,000 homes and businesses were without power in Texas. A state of emergency was declared, and additional flooding was feared in both South Texas and northern Mexico as the heavy rainfall persisted.

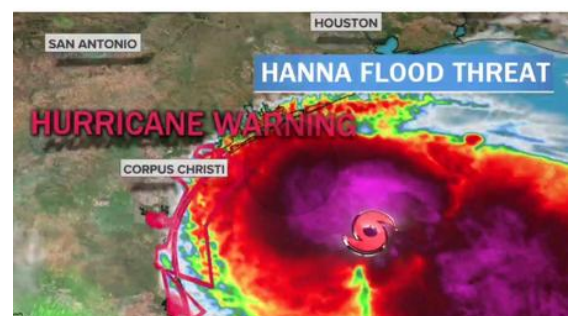


Hurricane Hanna Causes Coastal Flooding in Southern Texas

©CBS NEWS

Tropical Storm Hanna barrels toward southern Texas

July 25, 2020, 4:28 am



TOMATOES

Eastern Tomato Supplies

Virginia, Tennessee, Arkansas, Alabama, and Michigan are either all running or will be running summer tomatoes shortly. Markets are in the high teens to low twenties on light supplies and in good demand.

Baja California

Most large tomato shippers are finished until September/October Fall crops come into play. Markets are in the high teens to low twenties for what few roma and vine ripe tomatoes are left coming from this area.

Central California

All tomato packers are harvesting weekly now. MUCH lighter volume than what we would have historically seen in late July, early August. With several big shippers no longer in business and remaining shippers struggling to keep full crews in the fields to harvest (due to COVID), expect light supplies and higher than normal markets than typically seen in past years.

CITRUS

Valencias

California has fair supply during the month of July. The market is limited due to lack of harvest crews, heat in the growing area and increasing demand. Sizing is peaking on 113/88/138ct which fits most juice or bag programs. We are limited on larger sizes, 72/56/48ct.

Navels

Import season will begin over the next few weeks and take over as California transitions out of season.

Lemons

California production is winding down as Imports start to arrive (Mexico/Chile). Sizing on new crop imports will be smaller to start the season and increase as the season progresses. Larger sizes will be limited throughout July and August.

Limes - SHORT

Southern Mexico has very little product and quality issues due to the rain of Hurricane Hanna. Jalisco and Culiacan are the only ones with product, which is only 20% of the supply.

Mexico

We are currently assessing the damage done to open field Roma tomatoes in San Luis Potosí. Supplies and quality will be impacted over the next 3-4 weeks. Markets have elevated \$4-6/box.

Grape. Cherry, Medley Tomatoes

Excellent quality and volume on all varieties. We are seeing good supply and volume on cherry tomatoes and medley tomatoes out of Baja and Central Mexico. Organic grape tomatoes are in somewhat short supply right now, but we are seeing an improvement. Currently picking out of Baja California.

TOV's

New production out of Mexico will start up within the next week or two. That will help offset the quality issues that Canada has been having due to weather conditions. They will be cutting back their production early this year to accommodate new winter crops. We will have to wait and see how things play out for the remainder of the Summer/Fall season. The market may stay in the mid to high teens all the way through.

CHILIS

Chiles are steady out of Baja and Northern California (Santa Maria).



ONIONS

The Central California crop quality is very good right now on red, white, yellow and sweet onions.. Medium-sized yellow and white onions are in high demand for retail bags. Plenty of jumbo size onions in the fields. Good supplies on jumbo red onions out of Central California as well.



LETTUCE

Iceberg Lettuce

Quality is excellent. Demand has picked up from last week.

Green Leaf Lettuce

Plenty of supply available and product has excellent quality, size and weight.

Romaine Lettuce

Romaine is back to being readily available, but demand has picked up. Product overall is very good, marginal tip burn will be seen.

AVOCADO

Avocado supply remains in good standing with Mexico, California and Peru combining to meet demand. As we get closer to August we will start to see the southern California crop begin to wind down on volume, and the northern California regions begin to pick up the slack. We anticipate a slightly tighter August and a slightly tighter September to follow. Quality remains good on California fruit, older Mexican fruit is showing signs of short shelf life and new Mexican fruit is showing longer ripening times due to the low oil content.

BERRIES

Strawberries

Demand continues to exceed industry supply on both conventional and organic supply. The spring/summer crop is well over its peak but continues to produce lighter production. Fruit quality is fair to good, seeing a wide range in quality and condition. Slightly cooler weather will improve quality over the next couple of weeks.

We are starting to cut bloom on the new Fall crop, and we are on track to start walking (very light harvesting) those fields beginning in late August. Once we get up and running we will have promotional volume from September through December. Fruit quality and condition should be very good.

Blueberries

Blueberries are finally starting to become more available. Production out of BC and Washington has increased, and there will be promotable volume for the next 2-3 weeks.

PERSIAN CUCUMBERS

We are seeing improved quality coming out of Baja. We have steady supplies for promotional opportunities.

BRUSSELS

Sourcing out of Baja. Machine harvest expected by September in Northern California.

RUSSET POTATOES

Markets are still high and supplies are tight. Waiting for the new crop to start in early August to provide some relief. Quality showing is fair.

BELL PEPPERS

Green bell peppers are in a little gap because growers are in between fields for a couple of weeks (Salma, Fresno and La Grange). The only place producing right now is Gilroy and a little from Baja. Supply is good for both red, orange, and yellow.