



# FOOD SERVICE MARKET REPORT

A weekly Newsletter by Veg-Fresh Farms

## AVOCADO

Supply on the trees remains good, and quality remains excellent. If the COVID situation improves itself over the next few months, we do see demand going up and pricing will likely elevate in kind.

## ONIONS

There are promotable volumes on red and yellow onions out of the Northwest. Also, good supplies and quality on sweet and white onions.

## POTATOES

Size 100s Norkotahs from the Pacific NorthWest are slightly higher, while 80s are slightly lower. All other sizing is steady. 50s and 70s Burbanks from Idaho are slightly lower, all other sizing is steady. Supply and pricing are stable in all other shipping regions. Norkotahs are still showing excellent quality while Burbanks are slightly above average. Norkotahs are widely available compared to Burbanks.

## LETTUCE

### ICEBERG LETTUCE

Quality continues to look good with plenty of product available.

### GREEN LEAF LETTUCE

Quality is excellent, may see minimal wind burn.

### ROMAINE LETTUCE

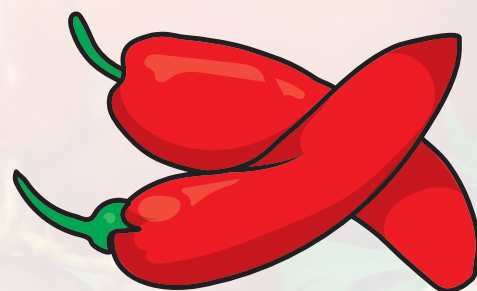
Product looks good, plenty available.

## CUCUMBERS

Product is steady. There is a lot available due to low demand from customers right now.

## CHILES

Plentiful product coming out of Baja and Nogales





# TOMATOES

## ROUND, ROMA AND VINE RIPE TOMATOES

**Mexico:** This week we are finally seeing a return to normal supplies on roma tomatoes. Round tomatoes are also starting to show up, but we will not see normal volume until the end of January. Large size round tomato prices remain elevated.

**Florida:** The Florida winter tomato crop harvest continues to be hampered by the effects of weather on the crop last month. Large size tomatoes and grape tomatoes are in very limited supply and still priced high. Barring any new weather issues, there should be a return to normal by the end of this month.

## GRAPE, CHERRY AND MEDLEY TOMATOES

Organic and conventional grape tomatoes continue to be VERY short in supply due to cold weather in Mexico and Florida. Medley tomatoes are also extremely short due to the same reason.

# CITRUS

## NAVELS

California is running at peak volume and flavor. Sizing is peaking steady across the board with good volumes out of both Northern and Southern California.

## VALENCIAS

Mexico has started and will be the juicing orange available through April 2021.

## LEMONS

California has taken over as the main supply source now through May 2021.

## LIMES

Market and costs are high due to cold weather and short supply.

# BELL PEPPERS

## ORANGE AND YELLOW BELLS

Colored bells are very short; Nogales is currently delayed with very little supply coming in.

## GREEN BELLS

Coachella crop has ended completely. Green bell peppers have gotten active due to cold weather.

## RED BELLS

Very little supply out of Coachella; it's almost all done, but we will see some volume for another week or so on elongated product. Nogales has started with little volume.

# BRUSSELS

Machine harvest going well and we have good volume.

# BERRIES

## BLUEBERRIES

Supply of both conventional and organic blueberries has been disrupted due to the holiday backlog of containers waiting to be offloaded at the port. Should take 4-5 days before we resume steady supply.

## STRAWBERRIES

The strawberry market continues to be demand exceeds supply. First of the year ad activity has driven demand up and production has been light in all growing regions due to cooler weather and rain. Mexico, Florida, and CA are all significantly behind last year's production for the first half of January. California and Baja should see an uptick in production in the next 7-10 days due to warmer temperatures, but the market is expected to stay firm for the next several weeks until there is a significant increase in volume. With forward ad pricing at reasonable levels, we anticipate good demand for the balance of the month.