



FOOD SERVICE MARKET REPORT

A weekly Newsletter by Veg-Fresh Farms

AVOCADO

As Mexico continues to clean up, the normal avocado crop California continues to march along. We are approaching the midpoint of the growing season locally in California and will likely see reduced volumes week in and week out until August when California will effectively wrap up. There is still plenty of fruit on the trees today but in time decreased amounts from the groves will become more prevalent. Another factor to keep in mind is that the country continues to open up and demand will continue to increase in step with the economy.



LETTUCE

GREEN LEAF LETTUCE

Product is available and quality is good. It continues to be quite windy in the fields so some fringe burn is being reported.

ROMAINE

Product is available, some light fringe burn will be seen. High temperatures could also play a huge role in the market moving forward.

ICEBERG LETTUCE

Demand has continued to pick up due to loosening restrictions across the country. The heat spike last week did have a negative impact on the crop; temperatures moving forward look to be nice and cool which will help future fields. Quality continues to be solid but the lasting heat affects remain to be seen.

WEATHER OUTLOOK

information from usda.gov

Blazing heat is expected this week in California and the desert southwest. There will be an increase in shower activity on the Midwest. Possible excessive rainfall and flooding in an already-soggy central Gulf coast region. Above normal rainfall across the eastern half of USA.

POTATOES

40-80s burbank potatoes from Idaho are currently higher than the previous week. Supplies and prices are stable in all other shipping regions with good quality. Smaller size russets are widely available compared to the larger sized russets. Burbanks are exclusively being shipped until the new Norkotah crop becomes available which is expected to start in August.

TOMATOES

ROUND, ROMA AND VINE RIPE TOMATOES

Baja California: Baja shippers are receiving excellent quality vine-ripe and roma tomatoes. Demand is good and markets are in the mid to high teens for the best quality.

Southeast: Southern Carolina will finish harvest next week. There will be a 3 week gap until Tennessee begins the summer harvest season. The West coast of California will have business from across the country during the 3 week gap. Markets over 4th of July will be active. Current market is \$14.00 back east on tomatoes.

Northern California: By the end of this week, all of the central California tomato shippers will be in production. Extreme heat last week is pushing the sizing into mostly 6x6s and 6x7s with the bigger fruit bringing a premium. Best quality is in the low to mid-teens.

GRAPE, CHERRY AND MEDLEY TOMATOES

Cherry tomatoes are short this week.



June 23

ONIONS

Yellow onions are still shipping from the Northwest through mid-July. White Onions are coming in from Mexico and also Central California with good quality.

Central CA onions are in full swing on the yellow, white, sweet and red onions.

BELL PEPPERS

GREEN BELLS

Green bells are still active, but we have seen several growers in the Coachella area beginning this week.

CONVENTIONAL COLORED BELLS

Extremely short this week

BRUSSELS

Mexico has ended. California has started with hand pick items but seeing issues from the heat.

CUCUMBERS

Product very short and expensive, it will stay active until Baja starts.

CITRUS

VALENCIAS

California is winding down during the months of June and July. Imports will begin to arrive in light volume throughout June and continue to build into July and August. Sizing is peaking on mid and larger sizes, smaller sizes are limited.

NAVELS

California is winding down during the month of June. Imports will begin to arrive in light volume throughout June and continue to build into July and August. Sizing is peaking on mid and larger sizes, smaller sizes are limited.

LEMONS

California is the main supply source now through June. Imports are expected to start mid June/early July.

LIMES

Product is still even higher due to a shortage caused by weather conditions.

CHILES

Product continues to be high until Baja and Northern California begin.

BERRIES

STRAWBERRIES

We had a hot week last week that pushed on a little more fruit. With more normal weather (temps) for this time of year most Grower/Shippers are seeing a little less production this week. Demand is good. There is good retail ad activity this week and next.. Santa Maria is over its peak on early East side varieties with many Grower/Shippers diverting to the freezer. Later varieties are in their peak with very good quality, and condition. Some fields are seeing higher counts due to the heat from last week. Salinas/Watsonville has fairly normal volume and has been increasing weekly. Most fields are in their peak and should remain there through the third week of July. Plenty of fruit to continue to promote for the foreseeable future.

Call your Veg-Fresh contact for volume and pricing information.

BLUEBERRIES

Blueberries are lighter in volume now, mostly due to the heat wave last week in the west coast. Volume is readily available in both New Jersey and Georgia this week. Pacific Northwest has been delayed by a week due to the heat and should see volume pick up by week 26. Prices remain steady and should stay that way for the next few weeks.

