MARKET REPORT
Week of January 28th

IMPORTANT ALERT!

TOMATOES ROUND



Prices are high. Florida's consistently poor weather has decreased supplies of round tomatoes. They are predicting it to be another 2- 3 weeks for significant improvements in the industry. s Mexico production remains behind. Expect demand to exceed supplies for 2-3 weeks.

IMPORTANT ALERT!

TOMATOES ROMA



Crown picks are the only fruit that is suitable for retailers right now and they are having to weed out some scarring and bruising on those. Anything past crown picks is being used for processing needs. They look for some improvements in the next 2-3 weeks as we work past weather-affected plantings and are hopeful for warmer weather.

IMPORTANT ALERT!

TOMATOES GRAPE



Grape and cherry varieties are extremely scarce. Due to the frequent rains causing quality issues, we and others are focusing on the 3rd-8th picks which usually provide the best quality.

IMPORTANT ALERT!

ASPARAGUS



Weather in Mexico improved this week with no cold fronts forecasted until the end of January. They expect to see an increase in product crossing in the YUMA area by Monday. Peru will remain in play during transition, but will continue closing fields as Mexican season kick starts. High pricing trends are expected to remain through out this time.

IMPORTANT ALERT!

GREEN BEANS



High demand is expected through the next few weeks. Weather continues to delay harvest days, which is generating demand and higher pricing in the marketplace. Mexico/West coast availability is limited.

BROCCOLI



Supplies are steady and pricing is still escalated with some harvesting delayed due to the rain earlier in the week. Prices have inched up in the Arizona-California desert region due to cold, rainy weather; stocks are tight. Markets are a bit lower in Mexico as supplies are abundant.

BROCCOLINI



Supplies are steady with good quality. The cold weather may have an effect on quality going forward but they are currently not seeing any quality defects at this time.

BRUSSEL SPROUTS



Good supply. Production is expected to remain steady. Prices slightly lower. Sizing and conditions are good.

CAULIFLOWER



Prices are up due to rain and low temperatures in the Arizona-California desert region. Size is dominated by 12-count heads. Quality is good; off color and mildew are occasional problems.

IMPORTANT ALERT!

CUCUMBERS



Offshore markets are higher as less acreage was planted this season; yields are low. Mexican stocks are tight but should increase as the week progresses. Quality is very good; small sizes dominate availability.

CELERY



Supplies are abundant and markets are expected to remain relatively flat, even as Super Bowl demand strengthens. Quality is very good; disease pressure is minimal.

EGGPLANT



Florida's eggplant supplies are very limited as most growers have now worked across any newer fields. Expect supply to remain shy until Spring crops come online in March. Mainland MX's eggplant has really been affected by prior cooler weather. Supply is very light this week, but could be better in another 7- 10 days due to this week's warmer temperatures.

IMPORTANT ALERT!

ICEBURG



The desert growing regions received over an inch of rain on Tuesday of this week, creating very muddy conditions in the fields. Due to the rain, growers were not able to harvest on Tuesday. On Wednesday, many were able to get back into the fields and due to the muddy conditions, harvesting was very slow causing loading delays. Rain has passed, but it will still take most of the week for shippers to catch up. Current market is steady with good availability and Weather forecast is good with slightly above normal temperatures going into next week

ROMAINE & HEARTS

IMPORTANT ALERT!



Romaine supplies are good, and the market is mostly steady. Hearts are active with moderate supplies due to weather. Prices are expected to remain steady at low levels, pending another severe ice event. Defects are currently minimal and being trimmed at harvest but may increase following heavy rains in Yuma

IMPORTANT ALERT!

LEAF GREEN & RED



Same as with Iceberg and Romaine. **Due to episodes of freezing temperatures, all iceberg lettuce, romaine, romaine hearts, green leaf, red leaf, and butter lettuce will exhibit some degree of blister and peel.**

ARTICHOKE S



Overall industry supplies continue to be very light with strong demand. and most shippers are only able to cover averages until supplies increase. Expect supplies to start increasing in early January.

AXOCADO



Prices are stable. Large sizes dominate Mexican stocks. The California season will begin after the Super Bowl and peak in May/June.

GREEN ONION/ SCALLIONS



This week's warming trend will aid growth and bring prices down. Expect more plentiful supplies each day this week

IMPORTANT ALERT!

ONIONS YELLOW & RED



Prices are rising due to tightening supplies and increasing export demand. Expect elevated markets over the next three to four weeks until Mexico begins shipping into South Texas. White onions remain extremely scarce throughout the industry.

IDAHO RUSSET



Supplies are good for all sizes. Demand has slowed, quality is good, and the market remains steady.

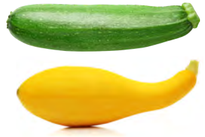
REDS & WHITES



Markets are unchanged. Supplies are adequate in Idaho, Minnesota, Wisconsin, and Washington.

IMPORTANT ALERT!

SQUASH ZUCCHINI & YELLOW



Florida farms continue to have very little squash available. With older and weather-damaged fields taken out of production, they don't expect a significant change in availability until March. MX's squash volume is also very light. Struggles will likely continue for the next couple of weeks as growers work through fields that have seen lots of water , heavy winds , disease issues and most recently very cold weather, including a damaging frost for some.

PEPPERS GREEN/RED/YELLOW



There's been a few more colored bells available out of both Central MX and Culiacan this week, but volumes are still relatively light at this point. With warmer weather for the past week, they should see more next week.

BLACKBERRIES



The market remains high due to cold weather in Central Mexico. Quality is good; some softness and red cell has been reported.

RASPBERRIES



Markets are up; yields are low. Growth has been hindered by low temperatures. Quality is very good; no issues have been reported at this time. Coming out of Mexico.

IMPORTANT ALERT!

STRAWBERRIES



Expect active prices through mid-February. Rain and cold weather have hindered growth and caused quality problems in California and Florida. Mexican-grown strawberries (crossing into South Texas) are sufficient.

LEMONS



:Demand is high on large fancy, with sizing peaking on 140/165. Rain forecast for this weekend in California could impact harvesting in some areas.

IMPORTANT ALERT!

LIMES



markets are unsteady, which may lead to an increased shortage of supplies. Expect decreased supply trends to remain consistent for the foreseeable future.