



From the farm to your table.



The Green Grocer

February 13th, 2012

Tomato Report

Round: Continued plentiful availability in Mexico, prices are on the bottom.

Roma: Plentiful supplies.

Cherry: Oversupply in Nogales, good availability.

Grape: Plentiful Supplies.

Berry News

Strawberries: Freezing temperatures last night decreasing production on Strawberries. In addition, heavy rains in Mexico have decreased production, directly affecting the Strawberries coming into our Yuma, Oxnard and McAllen coolers. Expecting rain to hit Oxnard tonight. The impact of this rain will not be felt until tomorrow. Expect this to affect fruit availability this week.

Raspberries: Steady supplies. Prices are up slightly.

Blackberries: Steady supplies available from Mexico. Prices are up slightly.

Blueberries: Good supplies and quality out of Chili.

Lettuce Report

Iceberg: The lack of demand for lettuce has kept the market at a constant low. Quality and condition are good.

Romaine: Supplies continue to be very good industry wide. Demand is fair. Quality, color and condition all continue to be very good with dark green color.

Romaine Hearts: Steady supplies and will continue to be very steady over the next few weeks with good growing weather.

Green and Red Leaf: Good supplies, quality continues to improve.

Fruit Report

Cantaloupes: Limited supplies.

Grapes: Early season Chilean and Peruvian red and green seedless available. Pricing is moderate with no great swings.

Avocados: The market is stable after the Super Bowl pull. The market is not in an over-supply situation. Prices have reached their peak and will remain stable.

Kiwi: Good supplies for new crop California kiwi.

Limes: Expect all sizes to be available but volumes to be somewhat limited due to rains in the growing areas.

Oranges: Navels remains in peak supply. Demand is increasing as we go into seasonally stronger with fruit full color. Cara Cara's are in good supply and will

continue to be available through April.

Pineapple: Good availability. Primarily Costa Rica

Vegetable Report:

Broccoli: The market is oversupplied. Beginning last week and until further notice, temps have been ideal for growing in the southern region. Demand has decreased during this time of ample supplies. It's an ideal time to promote broccoli.

Spinach: The market for spinach is getting softer with an increase in volume and lighter demand contributing to this. The growing conditions favorable temperatures and warmer ground temps are making for good promotable product.

Cucumbers: Have returned to a situation of plentiful supplies. Quality is outstanding.

Celery: The market is lower than last week. Volume is expected to be steady all week. The overall quality is good.

Kale: Market prices are still significantly higher than normal, but are starting to show signs of weakening.

Cilantro: Plentiful supplies.

Green Beans: The recent extended period of depressed prices has caused growers to cut production. Prices have advanced sharply, with extremely tight availability.

Friisee: Tight availability, quality fair.

Snow Peas: Good availability.

Garlic: Steady availability and wide range in pricing.

Radicchio: Good availability.

Green, Red and Yellow Bell Peppers: Prices have firmed for the large sizes on green bells, still good availability. Stronger market due to the effects of cold weather that occurred in Mexico in late December. Steady availability on red and yellow bells.

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