



Weekly Market Report



tender leaf CHAMPIONS

SPRING MIX



BABY KALES



ARUGULA



All your Tender Leaves on one PO >



SPINACH



TUSCAN

SPRING 2023 TRANSITION SCHEDULE: CROPS & SALAD PLANT

	FINISH Desert	START Salinas Valley	FINISH Oxnard
LETTUCE	17 APRIL	24 APRIL	
LEAF	10 APRIL	17 APRIL	
ROMAINE	17 APRIL	24 APRIL	
BROCCOLI	8 APRIL	12 APRIL	
CAULIFLOWER	10 APRIL	5 APRIL	
CELERY	14 APRIL	21 JUNE	28 JUNE
MIXED VEG	10 APRIL	17 APRIL	
True Leaf Farms PROCESS ITEMS	12 APRIL	17 APRIL	

Please place regular orders as early as possible for Shipping Week 4/10/23

TRUE LEAF VALUE ADDED PROCESSING PLANT

All TLF orders must be in by Friday 4/7/23 for the entire week loading

Last Night Desert: Wed 4/12 • San Juan Bautista Starts Shipping: Mon 4/17

All schedules are subject to change depending on weather patterns and how it affects the crops.



Steve's Weekly Update



Weather

The desert is warming up this week with no rain expected. Salinas will stay cool with rain forecasted Tuesday and Wednesday. The East is warming up.

Salinas, CA 52-59° 35-42°

Yuma, AZ 67-83° 45-52°

NYC, NY 52-70° 33-49°

Quality

Quality is acceptable as we are a week and a half behind on Iceberg and Romaine. We are pushing the product; therefore, quality is being pushed too.

Forecast

We believe that Broccoli and Cauliflower volumes will start to come down the next couple of weeks and the markets should increase. We have plenty of Romaine and Iceberg the next 3 weeks.

DIRECT FIELD PACK COMMODITIES



ICEBERG



GREEN LEAF



CELERY



Iceberg: Supplies continue to be higher than budget. We are anticipating a slight increase in demand starting Wednesday with the Easter pull. Quality has been very good. We are packing to order to keep it fresh. We are hoping to see a slight change in the current market with additional Easter business and other shippers in the industry finishing Yuma.

Green Leaf: Production in the desert region is steady. Overall quality is looking fair-good. There are slight signs of wind and fringe burn as well as insect and dirt presence. We are seeing heavier than normal supply short term, creating a potential shortage of supply going into April. Transition to Salinas will be delayed due to extreme weather conditions. Current markets are steady and demand is fair.

Celery: We have good supplies available this week and good volume moving forward. There is still disease pressure so lighter yields. The market is lower, around \$11-\$14.



GREEN ONIONS

DEMAND



good

SUPPLY



good

QUALITY



good



ROMAINE

DEMAND



good

SUPPLY



good

QUALITY



good



ROMAINE HEARTS



Green Onions: Supplies are better this week. Temperatures will be warmer, which should move the crop forward.

Romaine & Romaine Hearts: Supply is good with better weights on all packs. Quality on cartons is good with the exception of light blister and peel from the cold weather these last few weeks. Hearts are clean, with very light cupping.

Supplies and weight will continue to improve this week.



CAULIFLOWER



Supplies are expected to be plentiful this week.



SWEET BABY CAULIFLOWER



Volumes are extremely light.



BROCCOLI

DEMAND



good

SUPPLY



good

QUALITY



good



SWEET BABY BROCCOLI

DEMAND



good

SUPPLY



poor

QUALITY



fair



BRUSSELS SPROUTS



Broccoli: Supplies are lighter this week.

Sweet Baby Broccoli: Demand is high and supplies are light.

Brussels Sprouts: Volume is still expected to drop for the coming week, but numbers will improve again by week 4/3 and be stronger by the week of 4/10. Demand has improved and the market is climbing. Quality is mostly good. Some water soaked and discoloration is noted due to heavy rains in Oxnard.



GREEN CABBAGE



Supplies and quality are good this week.



RED CABBAGE



Supplies and quality are good this week.



NAPA CABBAGE



Napa quality is fair with puffy heads. Head sizes are medium 6-7 heads and about 8-10" in length for the 30# pack.

Field Photos of the Week







BUTTER LETTUCE



Production on Butter Lettuce is steady. Quality is good overall. We are seeing heavier than normal supply short term, creating a potential shortage going into April. Demand is fair and markets are steady.



LITTLE GEM LETTUCE



The overall supply is slightly improved but strong demand will keep fill rates less than 100%. Quality is generally good. Salinas production is expected to start the week of April 10.



TUSCAN BABY ROMAINE

TUSCAN BABY HEADS

BOK CHOY



Production in the desert region is steady. Overall quality is looking good with slight signs of blister, wind and fringe burn. We are seeing heavier than normal supply short term, creating a potential shortage going into April. Industry supply is showing good. Consult with your Church Brothers Farms sales representative to gain more information on this versatile product.



Volume will remain on budget and supplies are very good. Quality is mostly good. Salinas production is expected to start the week of April 10.



Bok Choy is 100% in the desert with one grower for the full season. We are seeing some lower numbers on what supplies will remain fair for interim.



KALE



Supplies are expected to be plentiful this week. Now is an opportunity for promotion.



CILANTRO

DEMAND



fair

SUPPLY



good

QUALITY



good

Supplies are expected to be plentiful this week. Now is an opportunity for promotion.



PARSLEY

DEMAND



good

SUPPLY



good

QUALITY



good

Supplies and quality are good for the week.

CENTRAL MEXICO MIXED VEGGIES





CHEF READY PEPPERS

GREEN BELL PEPPERS

12 lb Liner, 24 lb Liner, 48 lb Bulk Pack

RED BELL PEPPERS

12 lb Liner, 24 lb Bulk Pack

Supplies are good this week.



BROCCOLI

ICED & ICELESS

Supplies are steady this week.

FLORETS

Supplies are steady this week.

VALUE ADDED • READY TO USE



TENDER LEAF [See our full tender leaf line >](#)



ARUGULA

DEMAND



good

SUPPLY



good

QUALITY



good

Supplies and quality are good this week.



BABY KALE BLENDS

DEMAND



good

SUPPLY



good

QUALITY



good

Supplies and quality are good this week.



BABY TANGO GREENS

DEMAND



good

SUPPLY



good

QUALITY



good

Supplies and quality are good this week.



SPINACH

DEMAND



good

SUPPLY



good

QUALITY



good

Supplies and quality are good this week.



SPRING MIX

DEMAND



good

SUPPLY



good

QUALITY



good

Supplies and quality are good this week.



TUSCAN TENDER LEAVES

DEMAND



good

SUPPLY



good

QUALITY



good

Supplies and quality are good this week.

ITEM of the WEEK

ITEM OF THE WEEK:

Green Onions

Mild and sweet, Our broad assortment of Green Onions gives you a thorough range of pack sizes to choose from!

[Learn More >](#)



WHOLE LEAVES

[See our full whole leaf line >](#)



GREEN LEAF

DEMAND



good

SUPPLY



good

QUALITY



fair



ROMAINE

DEMAND



good

SUPPLY



good

QUALITY



fair



READY LEAF

DEMAND



good

SUPPLY



good

QUALITY



fair

FRESH CUT

[See our full fresh cut line >](#)



VA CABBAGE



VA LETTUCE



VA ROMAINE





VA KALE



FLORETS

[See our floret offerings >](#)

MINI BROCCOLI FLORETS



Supplies are steady this week.

BROCCOLI FLORETS



Supplies are steady this week.



CAULI FLORETS



Supplies are expected to be plentiful this week.

MINI CAULI FLORETS



Supplies are expected to be plentiful this week.

FRESH HERBS

[See our fresh herb selection >](#)



CILANTRO

PARSLEY

DEMAND



good

SUPPLY



good

QUALITY



good

DEMAND



good

SUPPLY



good

QUALITY



good

Supplies and quality are good this week.

Supplies and quality are good this week.

ORGANICS

[See our organic offerings >](#)



ORGANIC ARUGULA

ORGANIC SPINACH

ORGANIC SPRING MIX

DEMAND  good	SUPPLY  good	QUALITY  good
DEMAND  good	SUPPLY  good	QUALITY  good
DEMAND  good	SUPPLY  good	QUALITY  good

Supplies and quality are good this week.

Supplies and quality are good this week.

Supplies and quality are good this week.



Food Service Market Report

March 29, 2023



LETTUCE

Iceberg

Quality is good at the moment. Higher temperatures have caused supplies to increase in the desert. Transition is officially here. The Salinas/Huron regions have started in a small way and Yuma continues. FL Lettuce will continue for 2-3 more weeks. We will be loading out of all three regions. The first few weeks of April expect supplies to be tight and markets could rise.

Green Leaf

Green Leaf is looking good and plenty of product is available. May see fringe burn due to weather. Potential issues with transition coming up in April, something to watch for.

Cabbage

Green and red cabbage is available. Napa cabbage will be tight the next few weeks.

Romaine

Quality and weights are looking good. Some blistering will be found due to cooler weather. Yuma will be the main source region for the next 2 weeks and then Salinas will begin.



AVOCADO

Mexican field prices seem to have stabilized albeit higher than where we started the month of March. As we enter the month of April small sizes remain in short supply. California fruit is harvesting but slightly behind schedule due to current rains. Quality of the fruit is excellent and will be that way for the foreseeable future.



TOMATOES

Round, Roma & Vine-Ripe

Florida

Florida is now packing all new crop spring tomatoes. Quality is outstanding and they are packing heavy volume.

All sizes available. Markets are in the low to mid-teens for the best quality.

Mexico

Shippers are packing great volume on all packs and sizes: roma and round tomatoes. Markets are in the low to mid-teens for the best quality.

Grape Tomatoes

Organic grape tomatoes as well as conventional grape tomatoes are in plentiful supply.

Sweet King

Organic Sweet King and vine-ripe tomatoes are in good supply.



Demand is fairly light still. Market is steady. Medium and Jumbo Reds are still being offered cheaper from various Pacific NorthWest growers.

White Onions are tightening up as less volume is shipped from the PNW. No USDA pricing on Whites being reported currently.

All yellow onion pricing is coming down slightly this week. Quality remains good on all the onions.

More whites are crossing through Texas from Mexico in the next few weeks. Freight out of Mexico is fairly tight. Imperial Valley onion crop will start a little later this season in mid to late April due to the wet weather so far in 2023.



Russet Potatoes: Conventional russet potatoes continue to stay strong. Packing and shipping storage crop until new crop starts in August.

Supplies are going fast on Organic Russet Potatoes and new crop does not start until June. Cartons are pretty much finished, you can find a few here and there. Bags are available. Looks like we will be shipping bags through April, possibly May and then will be in a gap until mid-June.

Fingerling: Conventional and Organic Fingerlings are very tight. We may see a gap in supplies.

Chipping: Chipping potatoes - The perfect potato to make your own signature French fries, hash browns or tater tots! Call your Veg Fresh representative today.

White Potatoes: White potatoes are available out of Washington and Florida.

Sweet Potatoes: Plenty of sweet potatoes available markets are steady on all varieties, organic and conventional.

Red and Yellow: Supplies on conventional red and gold potatoes out of the Pacific Northwest are starting to dry up as demand remains steady.

New crop red and gold potatoes will start out of California's Imperial Valley in April, it is looking like we will have an overlap of supply for a few weeks.

We have supplies on organic red potatoes through April, and we will have new crop organic red potatoes out of California's Imperial Valley starting mid-April.

Supplies on organic yellow potatoes will get us into April; new crop out of California's Imperial Valley has started. We will see volume ramping up through the month of April.



Strawberries

Baja

Demand is good and volume is starting to ramp up slowly. That said, we have had significant weather events with cold temps. Based on what we know now, we can expect some disruptions in production for a week or 10 days to clean up the crops and come back fresh. We are picking very light numbers fresh and throwing the balance in a juice tray. The cold and rain is very good for the plants longer term and once the sun comes back out we can expect Baja to start to trend up quickly with excellent fruit quality and condition.

Looks like another period of rain for four days next week. Definitely looks less than what we will expect in Oxnard. Fruit quality and condition is excellent.

Florida

Demand is fair. Pricing trending up. Most fields are over their peak and production will start to trend down. Wide range in quality and condition. In general fruit quality is fair.

Central Mexico

Demand is fair with pricing steady. Still steady volume but will be trending down weekly. It sounds like most fields are over their peak and later plantings are still in their peak. Wide range in quality and condition. Fruit quality in general is fair.

Oxnard

Demand is good and volume is trending up. Very similar story to Baja - cold and significant amounts of rain. Again this is all really just a short term disruption and will help in the longer run. There is definitely a premium for new crop Baja and Oxnard fruit. Looks like we have another four-five days of rain coming this week and next. Fruit quality and condition is excellent.

Blueberries

Offshore blues are no longer available and Mexico is the only area in production. Mexican blues are steadily crossing with no expectations of increased volume. Blueberry demand has increased due to lack of offshore availability. Expect blueberry pricing to stay relatively high through April.



Navels

California navels - Market is starting to increase as it does this time of year. Supplies will start to become limited, especially with the drop of fruit starting due to the weather. All sizes are available. Good sugar brix testing at 14+.

Grapefruit

California is starting its season this week and is expected to be at full production by next week. Fruit is strong with good color. Star Grapefruit is the variety. Peak sizes at 48s/40s/56s/36s/32s.

Lemons

D2 is anticipating to finish their first lemon pass in two weeks. Good supplies are expected to be at 115s/95/140s/75s/165s/200s.

D1 lemons will wrap up their season in two to three weeks. Quality is unknown due to recent and current forecasts.

Limes

Volume have decreased drastically like it does every year around this time period and also due to colder weather conditions. Volumes should remain low until the second or third week of April when we should start seeing better supply.



Colored Bells

Red bell pepper supply is slowly getting better due to the cold weather.

With Yellow and Orange bell peppers we are starting to see a plentiful amount of product crossing through Nogales out of Sinaloa and will stay steady for the next month or two.

Green Bells

Green bell peppers have steady volume crossing through Nogales.

Due to the weather situation in Florida about a month ago with the hurricane, there has been extra demand from the East coast also pulling bell peppers from Mexico which has contributed to the high prices and high demands.

CUCUMBERS

Good volumes and forecast should remain strong

CHILIES

Jalapeno volumes are improving. Serrano pricing is still high due to short supply. All other chilies have steady volumes out of Sinaloa

BRUSSELS

Currently harvesting in California and Mexico. Prices are starting to rise as we get closer to the Easter Sunday holiday.



Veg-Fresh Farms

1400 West Rincon Street, Corona, CA 92880

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