

FRESH LINK MARKET REPORTS

04/04/2025

RE: TOMATOES

Rounds

The round tomato market is holding steady this week, with prices remaining largely unchanged from last week. Larger-sized fruit is becoming more prevalent, and it is priced slightly lower than smaller sizes. Weather conditions in the Southeast have been ideal for fruit development, although much of the fruit is not yet ready for harvest. As fields for the second half of the winter season begin to mature, more volume is expected to come to market, which will likely put downward pressure on prices in the coming weeks. Quality remains strong from Southeastern growing regions, and demand has been consistent across the board. As more fruit becomes available later this month, the market is expected to soften.

Romas

The Roma tomato market is experiencing a downward trend this week after a period of volatility driven by shifts in supply and soft demand. Early last week, a shortage of supplies led to higher prices. However, as the week progressed, the Mexican national market collapsed, and increased volumes were redirected to the U.S. border. This combination of low demand and rising supply has resulted in a significant market adjustment. At the border, there is an abundance of heavily colored product being discounted in an effort to move it. Additionally, Florida's spring crop from the Palmetto/Ruskin region is now entering the market, further increasing supply. Given these factors, Roma tomato prices are expected to remain affordable over the next two weeks.

Grape

The grape tomato market is also adjusting downward this week as supply rebounds while demand remains weak. Over the past two weeks, the market was tight due to a production gap in Florida, which kept prices elevated. This week, Florida's new grape crop from the Palmetto/Ruskin region has started to come online, bringing fresh volume to the market. Mexican crossings are also increasing, contributing to the overall availability of grapes. With supply outpacing demand, prices are beginning to trend lower. As a result, grape tomato prices are expected to remain on the lower end of the price range for the next two weeks.

Cherry

The cherry tomato market has stabilized this week, holding steady despite increased supply from both Florida and Mexico. Florida's Palmetto/Ruskin spring crop is contributing fresh volume, while Mexico continues to supply product, ensuring decent overall availability. Unlike the Roma and grape tomato markets, the cherry tomato market has not seen a sharp price decline but has instead leveled off at its current price point. One key factor to watch is the potential implementation of tariffs, which could impact cross-border pricing and availability. However, there is hope that food products may be exempt. For now, the market remains steady, with any significant shifts depending on the outcome of tariff decisions and ongoing demand trends.

