

FRESH LINK MARKET REPORTS

11/22/2024

RE: TOMATOES

Rounds

Round tomatoes are facing severe supply disruptions, especially on the East Coast, where Florida's limited and low-quality output has tightened the market. Mexico, while providing some supply, is also experiencing price increases as buyers shift westward due to Florida's shortages. Quality across all sources is inconsistent, with some lower-grade products entering the market to meet demand. While holiday season demand has kept prices elevated, a potential drop-off in demand is anticipated in the coming weeks as prices climb further. The market is likely to remain volatile until production improves in Florida or other regions in the coming months.

Roma's

The Roma tomato market is strained by supply interruptions from both Mexican and East Coast regions. Mexico's Revolution Day holiday paused shipments briefly, while adverse weather, including rain and cooler temperatures, has reduced yields and affected quality. In Florida and Georgia, production remains minimal, with significant new supplies not expected until mid-December. As a result, Baja, Mexico, is the primary source, though limited volumes there are driving higher prices. Tight supplies and price volatility are expected to persist until new harvests improve availability.

Grape

The grape tomato market is experiencing extreme supply constraints due to widespread crop destruction caused by Hurricane Milton in Florida. The storm led to agricultural losses estimated between \$1.5 and \$2.5 billion, severely impacting production in the region. Compounding the issue, Mexican shipments faced delays during the recent national holiday, further tightening supply. Bulk grape tomato prices have surged, and clam shell varieties are increasing a lot in just a week. Demand remains strong, sustaining high market prices, with little relief expected for the next 4-5 weeks.

Cherry

The cherry tomato market is grappling with severe supply shortages following Hurricane Milton's devastation in Florida's Palmetto/Ruskin region, a critical production area for this time of year. With no output from Florida, the market is entirely reliant on Mexican and Canadian greenhouse-grown cherry tomatoes, which are insufficient to meet robust demand. While prices are climbing, the increases have been less dramatic compared to grape tomatoes. However, strong demand continues to exacerbate the already tight supply, with elevated prices likely persisting for at least 4-5 weeks. Improvement is expected only as new crops from alternative regions become available.

