

# FRESH LINK MARKET REPORTS

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07/26/2024

RE: TOMATOES

## **Rounds**

The supply of round tomatoes is stable with no significant changes from last week, though there has been a slight increase in markets in the West, with stable demand. South Carolina is wrapping up production for the season this week with very good quality. In California, an increasing number of growers are coming online, though the quality from the West is yet to be determined. The markets are split between the East and the West, with the East finishing its season, leading to a slight increase in market prices in the West. Demand has been very consistent over the past several weeks. In the short term, expect slight increases in market prices in the West as the East concludes its season, with prices expected to start coming down mid-term as more growers in California increase supply.

## **Roma's**

Supplies of Roma tomatoes are very short, and markets have continued to rise since last week. Key factors affecting supply include a significant rainstorm that has impacted production and caused washed-out roads in Mexico, insufficient cross-border volume from Mexico, and high demand and prices in the Mexican national market. Regional availability includes North Florida, Georgia, Arkansas, Mainland Mexico (crossing through McAllen), Baja, Mexico (crossing through San Diego), and Central California, where production has started but does not yet have enough volume to ease market pressure. In the short term, expect short FOB supplies and higher market prices, with a potential market adjustment downward next week as more supply from Central California becomes available.

## **Grape**

The supply of grape tomatoes is significantly shorter this week, leading to rising market prices daily as demand outpaces supply. The primary cause of the shortage is a lack of crossings from Mexico, exacerbated by adverse weather conditions, including rain and heat. High demand regions include Baja, Mexico, South Carolina, North Florida, Georgia, and Arkansas. Very few grape tomatoes are crossing through McAllen, Texas. FOB quotes are generally much higher, with bulk grape tomato quotes approximately \$10 higher than last week. The market is expected to continue increasing daily for the rest of the week due to limited supply.

## **Cherry**

The cherry tomato market is currently stable but exhibits notable inconsistency in FOB prices and quality across different shippers and growing regions. Prices can vary significantly, with quotes differing between different shippers and growing regions. Quality and sizing also vary depending on the area and grower. Baja, Mexico typically commands higher FOB quotes due to quality, with tomatoes crossing through San Diego. North Florida and Georgia also contribute to the supply, along with Mainland Mexico and greenhouse-grown cherry tomatoes from Canada, which offer a different quality and pricing tier.

