

# FRESH LINK MARKET REPORTS

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05/09/2024

RE: TOMATOES

## **Rounds**

Round tomato stability prevails post-holiday, with supply dynamics experiencing minimal change. In Florida, production leans towards larger-sized fruit, with a slight uptick in smaller sizes while maintaining a significant gap between large and small sizes. Quality remains excellent in both Florida and Mexico, albeit with limited supply from Mexico, particularly as the Sinaloa season concludes and slowly starts in Sonoran and Jalisco regions. Nevertheless, with Baja contributing additional volume to the west coast, improvements are expected in the coming weeks. Overall, market conditions remain steady, with high-quality produce readily available.

## **Roma's**

This week, the Roma tomato market exhibits strength, with limited supply, notably from Mexico. While there's a decline in supply from Culiacan as the growing season concludes, the Baja Peninsula and northern Mexico contribute marginally more volume. Hot weather conditions in Mexico prompt early harvesting to prevent overripening, resulting in increased green tomatoes at the border. Nonetheless, tomatoes show improved color this week. Despite anticipated volatility in the upcoming weeks, the current market offers adequate supply and quality.

## **Grape**

The grape tomato market is characterized by a substantial volume of produce from Mexico, coupled with strong production from Florida's Palmetto/Ruskin area. As the Culiacan season nears its end, the quality of Mexican grape tomatoes diminishes due to exhausted crops. However, newer crops from northern Mexico hold promise for enhancing overall quality. With the onset of production in Baja, Mexico, and expected volume increases next week, the market anticipates heightened supply. Florida stands out for its high-quality grape tomatoes, consistently delivering robust output and uniform color, contributing to market stability.

## **Cherry**

Presently, the cherry tomato market sees a disparity in pricing between Florida and Mexican produce, with Florida's offering being slightly cheaper. Despite this variance, Florida consistently delivers quality and color consistency in its cherry tomatoes, providing consumers with a dependable option. Conversely, the quality of Mexican cherry tomatoes fluctuates, resulting in price fluctuations. Nevertheless, the overall market outlook indicates affordability for consumers in the coming weeks, creating a favorable buying period for those seeking value.

