

FRESH LINK MARKET REPORTS

04/18/2024

RE: TOMATOES

Rounds

The round tomato market remains relatively unchanged, with the US heavily relying on Florida due to a lack of supply from Mexico. Florida's supply is struggling to meet demand, with the small volume from Mexico providing only marginal relief. Market stability is expected in the short term, although challenges loom ahead with the anticipated scarcity of water in Mexico posing a threat to supply over the next 6 weeks. Quality remains consistently good across Florida's produce at present.

Roma's

Roma tomatoes are experiencing heightened demand in both Mexican and US markets, prompting an increase in promotional activities. While initial lower prices led to a surge in demand, recent market conditions suggest a reversal with prices expected to climb over the next 7 to 10 days. New harvesting areas in Mexico have contributed to decent production, but the market is expected to tighten with short supplies, particularly as Florida's Palmetto/Ruskin growing area gears up for production.

Grape

Grape tomatoes continue to maintain affordability, albeit with indications of a potential upward trend in prices for the week. Market dynamics reveal a balance between Florida and Mexico in terms of volume, although quality remains a concern, particularly with inconsistent coloration and ripeness observed in some Mexican batches. Despite these challenges, high-quality grape tomatoes are still prevalent from Mexico.

Cherry

The cherry tomato market has stabilized, with prices holding steady and minimal fluctuation observed. While there remains a divide between the prices of Mexican and Florida produce, overall market conditions have reached a point of equilibrium. Quality assessments indicate a more consistent standard from Florida, contributing to the stability in this segment.

