

FRESH LINK MARKET REPORTS

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RE: TOMATOES

Market Alert: New minimum Export Prices for Mexican Tomatoes

The Mexican government has officially set minimum export prices for fresh tomatoes of Mexican origin following the termination of the U.S. Suspension Agreement in July 2025. This measure, published effective as of August 8, 2025, aims to stabilize the export market, protect national production, and ensure domestic supply.

New Minimum Export Prices (USD/kg):

- Cherry Tomato: \$1.70
- Round Tomato: \$0.95
- Round Tomato with Stem: \$1.65
- Cluster Tomato: \$1.70
- Roma (Saladette) Tomato: \$0.88
- Grape Tomato: \$1.70
- Other Varieties (Cocktail, Campari, Kumato, Mini Roma, Heirloom, Medley, etc.): \$1.70

Key details:

- Applies only to definitive exports.
- Aims to maintain order, not restrict volume or set maximums.
- Prices to be reviewed annually or sooner if necessary.
- Supported by all major Mexican tomato producer associations.
- Backed by President Claudia Sheinbaum's administration and spearheaded by Secretaries Marcelo Ebrard (ECONOMÍA) and Julio Berdegué (AGRICULTURA).

Exporters and U.S. buyers should prepare for upward cost pressure and increased price transparency as this new structure takes effect.

Eastern Growing Regions

Round tomato supply remains slow to improve across Alabama, North Carolina, and Tennessee, though new production is beginning in Virginia and New Jersey. Quality is currently mixed, as several days of heat, rainfall, and high humidity have led to postharvest issues that often surface a few days after packing. Roma tomato volumes are off to a sluggish start this week. However, this is being offset by a flush of fruit coming from Mexico, combined with relatively soft demand in the U.S. market, resulting in downward pricing pressure. Quality in the East is variable, while product out of Mexico continues to show excellent condition. Snacking tomatoes—including cherry, grape, and medley varieties—remain in lighter supply as growers recover from rain-impacted fields. That said, quality is on a gradual upswing as conditions improve.

Western Growing Regions

Round tomato volume remains steady, with consistent crossings through McAllen and Otay Mesa. Quality is reported as excellent across most growing regions. Roma production is strong this week, particularly out of Jalisco, San Luis Potosí, and Baja California, with quality remaining very good. Grape tomatoes are seeing good supply, but softer demand has pushed prices lower. Quality

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remains solid. Cherry tomato volume is primarily crossing from Baja, where fruit is showing very good quality, though demand remains flat. Medley tomato volumes are lighter this week, with product moving through McAllen and Otay; quality is mostly good. Tomato on the Vine (TOV) volumes remain stable, with no major changes in supply or quality reported.

In California, production of both round and Roma tomatoes are improving this week in the East Valley and Gilroy regions. Crop conditions here appear much stronger compared to the Central Valley, where yields have been more variable. Overall quality is good, and supply is steadily building as harvest continues.

