

FRESH LINK MARKET REPORTS

01/31/2025

RE: TOMATOES

Rounds

Round tomatoes are readily available, with ample supply from both Florida and Mexico. Florida is in full production, while Mexico is contributing significant volumes to ensure market stability. Pricing has decreased again this week due to the abundant supply, keeping the market soft. Quality remains strong across both regions. Demand is steady but may experience a slight temporary slowdown due to cold weather. Short-term expectations suggest continued affordability and stable supply, with cold weather unlikely to disrupt overall market conditions.

Roma's

Roma tomato supply is surging, particularly from Mexico, which is delivering significant volumes. Florida's production has been limited this week by adverse weather, though conditions are expected to improve soon. The market has adjusted downward, with pricing at very affordable levels. Quality is excellent, with harder and heartier textures and improved shelf life compared to prior months, adding value for buyers. In the short term, supply is projected to remain strong, with affordable pricing continuing as Mexico sustains robust production.

Grape

Grape tomato supply is robust, with Mexico contributing high volumes to the market. Florida's production has slowed due to inclement weather, but pre-harvested inventory ensures continued availability. Pricing is very affordable, reflecting the strong supply levels. Quality remains good overall, though some lots may include overripe fruit, making it crucial for buyers to monitor shipments closely and prioritize premium selections. In the near term, abundant supply and affordable pricing are expected to persist, bolstered by Mexico's strong production levels.

Cherry

The cherry tomato market is experiencing ample supply, driven by strong production volumes crossing from Mexico. Florida's availability is limited due to cold and rainy weather, but production is expected to resume within a few days. Pricing remains affordable, supported by the consistent supply from Mexico. Quality is generally good, although buyers should note size variations, with a trend toward larger cherry tomatoes from both Florida and Mexico. Short-term conditions indicate stable pricing and sufficient supply, with Florida's output anticipated to improve as the weather stabilizes.

