

# FRESH LINK MARKET REPORTS

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10/24/2024

RE: TOMATOES

## **Rounds**

Round tomato prices continue to rise as supply becomes more limited. California's season is nearly finished, and the majority of the U.S. market is now being supplied by Northern Florida and Georgia, though their production is insufficient to meet demand. Mexican vine-ripes offer some supply, but prices are expected to climb quickly as Mexican growers respond to rising U.S. market prices. Demand for round tomatoes remains steady, but the quality is generally rated as fair to good. With California wrapping up its season and limited production in the Southeast, the market is anticipated to remain tight with further price increases in the coming weeks.

## **Roma's**

The Roma tomato market has seen a significant increase in prices compared to last week, with supply constraints stemming from thin availability in the Southeast and reduced crossings from Mexico. Central California is nearing the end of its season, further tightening supplies. While older, lower-quality Romas remain at the border in McAllen, high-quality Romas are now priced much higher. Looking ahead, the market is expected to remain tight, with reduced supplies driving prices up until late December or early January, exacerbated by crop damage in Florida's Palmetto/Ruskin region.

## **Grape**

The grape tomato market is highly inconsistent, with prices fluctuating depending on the shipper. Supply is sourced from multiple regions, including Baja, mainland Mexico, North Florida/Georgia, the Carolinas, and greenhouse operations in Canada, leading to varied pricing. The lack of a uniform market, driven by localized supply and demand conditions, makes it difficult to predict trends. The market requires careful monitoring as prices can shift suddenly, offering both opportunities and challenges depending on the sourcing strategy.

## **Cherry**

The supply of cherry tomatoes is tight across all regions, with prices rising rapidly. Baja-grown cherry tomatoes are particularly expensive and are selling out quickly each day. Limited volumes are crossing from mainland Mexico, also at higher prices. North Florida and Georgia have just started producing, but their supplies are also low, contributing to elevated prices. This trend of limited availability and rising costs is expected to persist over the next 6 to 8 weeks, leaving the market short of relief soon.

