

FRESH LINK MARKET REPORTS

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RE: TOMATOES

Rounds

The market for round tomatoes remains stable, albeit with some challenges. In Florida, the supply primarily consists of very large tomatoes, with smaller sizes becoming increasingly difficult to obtain. The supply from Mexico is also light, with limited quantities reaching the border, leading to a tight supply scenario. Despite this, the quality of round tomatoes remains very good, and demand has been consistent. However, the forecast of shorter supplies throughout June suggests potential pricing and availability issues in the short term. Overall, the round tomato market faces supply constraints, particularly for smaller sizes, which could impact pricing and availability in the coming weeks.

Roma's

The Roma tomato market is undergoing notable shifts as the growing season transitions geographically. While production in Culiacan, Mexico, is winding down, new growing areas further north are coming into play, primarily producing larger-sized tomatoes. Quality and color issues persist, particularly at border crossings, necessitating conditioning before sale. In the U.S., Florida has started its Roma tomato season, with prices comparable to Mexican Romas. In Baja, Mexico, Roma production has also begun, with most volume staying on the West Coast of the U.S. Overall, the Roma tomato market is experiencing volatility, with fluctuating supply and quality issues impacting pricing and market dynamics.

Grape

Grape tomatoes are witnessing stability in the market, with a notable distinction between high-quality and lower-quality products. Top-quality grape tomatoes, primarily from Florida, command premium prices, indicating consumer preference for superior produce. As demand increases throughout the week, prices may rise further, especially for premium quality products. The market dynamics underscore the significance of closely monitoring quality, which plays a pivotal role in pricing and market movement. Overall, the grape tomato market is steady, with potential for price increases driven by growing demand.

Cherry

The market for cherry tomatoes is experiencing some challenges on the East Coast due to short crops, leading to escalated pricing and potential pro-rates. However, in Mexico, crops are gradually improving, with a steady increase in volume contributing to a downward trend in prices. Despite this positive development, record-high prices persist on the East Coast due to weather-related pressures and less acreage planted. The situation is expected to continue until Florida can consistently produce ample volume. Overall, the market remains tight on the East Coast but offers more stability and affordability in Mexico.

