

FRESH LINK MARKET REPORTS

04/12/2024

RE: TOMATOES

Rounds

Markets on both the East Coast and in Mexico have escalated due to weather-induced delays and yield loss in older crops. In Immokalee, older crops faced challenges, putting extra pressure on the market until growers can start packing from the spring regions. Markets are expected to remain elevated through the 3rd week of April on the East Coast, with anticipation of increased volume from newer areas. In Mexico, the transition to the spring decline out of Sinaloa, combined with a slow Sonoran season, has resulted in high markets and short supply. Reduced water allocations in Sinaloa may further exacerbate supply gaps until Sonora can effectively start harvesting. Despite ongoing challenges, other growing regions throughout Mexico are expected to ramp up production over the next four weeks.

Roma's

Market stability fluctuates, but good volume is available this week on both the East Coast and in Mexico. Quality has improved compared to previous weeks, although volatility is expected in the Roma market over the next three weeks in Mexico.

Grape

Good supply and quality are available in both regions, providing stability in the market despite challenges faced by other tomato varieties.

Cherry

Markets remain escalated with short crops, leading to escalated pricing and potential pro-rates expected to continue through March on both the East Coast and in Mexico. Despite slowly improving crops and a downward trend in price as volume increases in Mexico, markets remain at record highs due to imbalances and weather-related pressures on the East Coast.

