

FRESH LINK MARKET REPORTS

05/16/2025

RE: TOMATOES

Market Alert: U.S. to Impose Tariff on Mexican Tomatoes

Starting July 14, 2025, the U.S. Department of Commerce will impose a 20.91% antidumping duty on most fresh tomato imports from Mexico. This follows the termination of a longstanding suspension agreement aimed at preventing unfair trade practices.

- Impact: Expect higher consumer prices and tighter supply—especially for varieties heavily dependent on Mexican imports.
- Potential Retaliation: Mexico may respond with tariffs on U.S. meat products, including chicken and pork legs.
- Industry Reaction: Importers and retailers are reviewing order volumes and pricing strategies in anticipation of increased costs and potential disruptions.

Eastern Growing Regions (Florida, Southeast, Georgia)

- Grape Tomatoes: A split market persists. Florida prices are running \$2 higher per clamshell and \$4 higher per bulk case than Mexican product. The Palmetto/Ruskin crop is declining, and a supply gap is expected until North Florida and Georgia begin harvesting in about 10 days.
- Cherry Tomatoes: Supplies are critically low. Florida's main crop has ended, and the next crop is still 10 days away. Prices remain elevated due to limited availability.
- Round Tomatoes: Markets have surged. Supply from the Southeast is short, and recent rains are delaying harvests, leading to further strain. Quality is fair with some reconditioning required.
- Greenhouse Tomatoes: Increased demand—due to field shortages—is pushing prices slightly higher. Quality remains strong and steady.

Western Growing Regions (Mexico, Baja)

- Roma Tomatoes: Prices remain elevated despite improved crossings from Mainland Mexico. Baja's production is increasing but focused on West Coast markets due to higher pricing. Reduced Florida supply continues to pressure the market.
- Grape Tomatoes: Mexican product remains more affordable than Florida's, contributing to the ongoing market split. Supply is improving gradually.
- Cherry Tomatoes: Availability is extremely tight. Mainland Mexico's Culiacan crop is finishing, and Baja's production hasn't ramped up enough to meet demand. High prices are expected to continue.
- Round Tomatoes: The Mexican market is following the Southeast's upward trend. Demand is increasing, and prices are rising accordingly.

Outlook: Next 1–2 Weeks

- Roma & Grape Tomatoes: Prices will stay firm with ongoing tight supply in Florida and a slow ramp-up in Mexico.
- Cherry Tomatoes: Expect high prices and limited availability until new crops come online in Florida and Baja.
- Round Tomatoes: Volatility will persist, especially if Southeast weather continues to impact harvests.
- Greenhouse Tomatoes: Steady demand will likely keep prices slightly elevated as buyers seek reliable alternatives.

