

# FRESH LINK MARKET REPORTS

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03/13/2025

## RE: TOMATOES

### Rounds

The round tomato market is continuing to rise this week due to lower production in the Southeast and increased demand from Mexico. Cooler weather and earlier winter rains have reduced supply in the Southeastern U.S., though this is expected to be a temporary dip in production. This lower production period will likely last a couple of weeks until the spring crop is ready for harvest. Mexico has raised prices as buyers look for alternative sources, increasing demand for crossings at the border. Tariffs on Mexican tomatoes have been delayed for another month, allowing continued supply to flow. With strong quality and steady demand, expect the market to stay firm with elevated pricing until Florida's spring crops enter full production.

### Romas

The Roma tomato market is trending upward this week due to reduced supply from both Florida and Mexico. Florida's production is decreasing as winter crops in the Immokalee region come to an end. Spring crops in Palmetto/Ruskin are still two weeks away from starting, which is contributing to the existing supply gap. Additionally, crossings from Mexico have slowed, further limiting market availability. Given these factors, it is expected that prices will rise in the short term until Florida's new crops begin to ramp up production.

### Grape

The grape tomato market is also seeing an increase this week, driven by tighter supplies in Florida and growing demand from Mexico. Florida's supply is shrinking as winter crops wrap up, and spring crops in the northern regions are still a few weeks away from starting. With Florida's FOB prices on the rise, many eastern buyers are turning to Mexico for supply, increasing demand there and pushing prices up. Quality varies between regions, with some inconsistencies noted. As new crops become available, expect prices to remain elevated and the market to stay firm over the coming weeks.

### Cherry

The cherry tomato market is experiencing a sharp price increase this week due to severely limited supply from Mexico and strong demand in Florida. Western supply has become nearly nonexistent, with very little availability in recent days. Mexico's production has dropped, creating a significant supply gap, while Florida is facing heavy demand as buyers shift east to secure product. As options remain limited, prices are rising across all regions. The market is expected to stay firm with continued high prices until more supply enters the market.

