

MARKET ALERT

JAN - FEB 2026



Demand for Mexican-grown tomatoes is increasing as Florida's cold weather slows production. This is expected to put pressure on pricing.

Expect more availability in larger-size rounds and Romas, and limited supply of grape and cherry tomatoes.

Markets are predicted to be affected for about two weeks as demand shifts to the Nogales and McAllen growing areas.

We'll keep you updated with any changes in supply and quality.

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