

# **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.**

**EST. 1994**

**ROYAL**

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