
- Advertisement -

Things are looking up for Fresh Farms

By

Tad Thompson

November 24, 2020

The short story is that markets this fall are looking up for the Nogales deal.



Alan Voll said that temperatures in Mexico in November had cooled significantly, slowing production to manageable levels and raising markets.

Voll, a salesman for Fresh Farms, said that life has not been so simple in Nogales if viewed from the beginning of the fall deal.

Generally, Nogales produce distributors target an early-October start date for their fall crop but much higher temperatures for consecutive weeks brought volumes on much faster.

At the same time, commercial growers in the southeastern United States enjoyed a long run of perfect fall weather and continued producing ample supplies of fresh vegetables for the marketplace.

“There was too much product and not enough demand,” Voll emphasized. “With the foodservice industry virtually shut down it created a perfect storm and we are still digging ourselves out,” he said Nov. 12.

To adjust to market conditions, Mexican growers resorted to creative harvesting to cut back on shipping. He estimates that 30 or 40 percent of potential product destined for the fresh market was tossed.

“We’ve been bleeding red for a month and a half,” he said.

Voll indicated that “mid-November through December looks promising and volumes will crop off with cooler weather at hand.”

Florida’s production will be interrupted as well from the remnants of Tropical Storm Eta, which

dropped several inches of rain across the state.

On the vegetable sales side at Fresh Farms, “we continue to get bigger in all commodities,” Voll indicated.

“This fall we also shipped cantaloupes for the first time, with an overwhelming response,” he continued.

“There is an excellent window for high-quality Mexican Melons from mid-October through December, prior to the start of the import deal.”

[Print](#)