



Product Alert

TOMATO AVAILABILITY AND PRICING

April 30, 2026

Dear Valued Customer:

Tomato pricing in the U.S. has surged in recent months, affecting Romas and other on-the-vine varieties most acutely. Several factors are contributing to the increase including freezing temperatures in Florida, rain and disease in Mexico, challenges for greenhouse-growers, and rising geopolitical tensions.

In December and January, Florida experienced back-to-back freezes that led to an estimated 80% crop loss. Inclement weather also impacted growers in Mexico with heavy rains leading to disease. Mexican plantings were already reduced due to the termination of the Tomato Suspension Agreement in July 2025.

The shortage of field-grown tomatoes has driven up demand for greenhouse-grown product, putting additional pressure on a short market. Global energy prices have spiked due to the conflict in Iran, and rising utility costs have affected domestic and import greenhouse growers. An unusually dark Canadian winter constrained production levels even further for producers who export approximately 85% of their yield to the United States. Higher diesel prices have also led to an increase in transportation costs for imported product.

Customers should expect higher costs and limited availability on certain tomato varieties. We encourage placing orders as early as possible to manage expectations for potential adjusted quantities, substitutions, and price increases. Staying in communication with your sales representative will help you navigate these challenges and receive the latest updates on product availability.

We appreciate your understanding and partnership as we manage through these unprecedented market conditions. Please reach out to your sales representative if you have any questions or need additional support.

THE VESTA FOODSERVICE TEAM