



# Food Service Market Report

February 19, 2025



**Avocado**

Small avocados are leading the charge as we enter into Super Bowl week. With the threat of tariffs passing us by this week, the market continues to soften on small fruit. Larger fruit is in short supply still, leading to tighter markets.



**Onions**

Demand is still light. Market is off a little bit on USA whites this week. Few growers are offering some lower prices on Jumbo reds and yellows. Mexico white onions are just fair quality right now.



**Green Leaf**

Quality is looking great and plenty of product to be found.



**Romaine**

Plenty of romaine available. Quality is good, some blistering will be found due to ice in the fields the past two weeks.



**Cabbage**

Green & Red cabbage are in ample supply. Napa cabbage is short for the next 2 weeks.



**Iceberg**

Lettuce supplies are back on target and weights are very good. Demand has fallen due to recent storms in the East. Pricing has fallen due to this.

## Round, Roma and Vine-Ripe Tomatoes

Mexico and Florida in peak tomato production! Recommend continued aggressive promotions on roma and round tomatoes until further notice.

## Snacking Tomatoes

All snacking tomatoes are in a flushing mode: organic and conventional grape tomatoes, cherry tomatoes as well as organic and conventional medley tomatoes. Promo's are available!



### **Grapefruit**

Packing fresh D3 Rio's. Have excellent volume 36's and smaller fancy and choice. Demand is fair.



### **Navels**

Packing twice a week have good volume on all sizes and grades. **We can cover all foodservice needs (88 through 138s).** Demand is steady.



### **Lemons**

Packing excellent volume. We have all sizes fancy and choice 75 thru 200s. Have fruit packed and ready! Demand is slow but should pick up in March.



### **Limes**

Growers in Veracruz started new fields quality with quality issues. Expecting price to be firm through the end of March.

## **Strawberries**

- Oxnard: an incoming weather front is set to arrive this evening and last into Friday. This storm is expected to bring from 2.5" to 4" over the three-day span. Shippers will be hard pressed to pack the adequate numbers needed to fill all orders out of this area. The residual effects from this storm should linger into mid next week as crews will be moving slower through the fields to maintain product quality specifications. **We expect fill rates and pushes to orders to occur going to the end of the week.**
- Florida: Yields are still down in this area even though the temps are improving. Shippers are reporting the plants are not responding as they normally would due to the lingering impacts of delayed plantings and recent cold temps. Transplants being held for extended periods of time in the cold storage facilities due to the recent Hurricane season are thought to have possibly altered the normal growth.
- Central Mexico: We will see gradually declining numbers coming out of this region as growers move just past peak season.
- Baja: this area should see a slow increase in numbers moving into late February, weather permitting.

## **Blueberries**

Product continues to arrive from Chile, Central Mexico and Baja Mexico. Open market pricing is in the \$15 - \$18 range on the 12/6oz pack and \$22 - \$24 on the 12/1 pints. This is up slightly over last week.



### ***Bell Peppers***

Good supplies on all bell peppers. Prices should start to go up.

HH Bells - good volume on reds. Yellow and orange bells have steady volume but higher prices.



### ***Slicer Cucumbers***

Demand on slicer cucumbers has slowed down significantly. Load volume available.



### ***Eggplant***

USA crop is extremely limited on both 18ct and 24ct. Supplies out of Central Valley are winding down.

Mexico crop available out of Sinaloa with good volume.

### ***Mexico Hot Peppers***

- Sonora Mexico - fall crop is basically done. New cuts will harvest in March.
- Sinaloa, Mexico - is harvesting into 3rd and 4th cuts of the winter season.

### ***Jicama***

Jicama new crop is available. The new crop is looking better on appearance as the skin continues to cure. We expect to see better quality in the next 15 days, reaching peak appearance by the end of February.

The most affected chili at the moment is the Serrano pepper due to high volume on the winter crop combined with low sales caused Sinaloa farmers to neglect fields. Less watering and nutrients for the plants created low yields now, causing a demand vs supply scenario.

LA market price is at \$17-22 and climbing! Overall expect all chili to stay high until March when Sonora comes back on the scene.



### ***Chipper Potatoes***

Veg-Fresh is shipping chipper potatoes daily! Call



### ***Organic Creamer Potatoes***

Supplies are tightening - we have red and gold



### ***White Potatoes***

New crop white potatoes are available out of Bakersfield, CA. Florida will

your sales representative  
for pricing and information.

available.

start in March. Put these  
potatoes into your soups  
and stews, perfect for  
winter!

### **Russet Potatoes**

**Conventional** russet potatoes are steady. Quality and supplies are good.

**Organic** russet potato, we are seeing good demand on all sizes. We have all pack sizes available in paper or poly, good supply of carton russets too.

### **Red and Gold Potatoes**

**Conventional** red and gold potato demand and quality are very good. Demand for gold potatoes is strong, supplies are moving very fast. Expect to see the market start reacting late February, early March.

Demand for **organic gold** potatoes has been strong, supplies are tightening up daily. **Organic red** potato demand is steady. We will see new crop starting early April. Veg-Fresh does offer these potatoes packed in paper or poly.

### **Sweet Potatoes**

Shipping all varieties of sweet potatoes - conventional and organic.

### **Fingerling Potatoes**

Conventional russian banana fingerlings and tri color mixed fingerlings are available.

Organic fingerlings currently shipping russian, french, purple and medleys.

### **Wet Vegetables**

**Broccoli Crowns** - plenty of broccoli available.

**Brussels Sprouts** - steady supply.

**Green Cabbage & Red Cabbage** - lighter supplies with both green and red. Pricing is steady at elevated levels.

**Cilantro** - USA is available along with Mexico product.

**Leeks** - steady supply.

**Kale** - steady supply.

**Curly & Italian Parsley** - both parsley's are available: USA and MX.

**White & Bicolor corn** - steady supply out of Mexico.

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## Veg-Fresh Farms

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