



Food Service Market Report

February 5, 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

Storage quality remains very good. Demand is moderate and the market hasn't moved much on all colors of onions. USA grown white onions still remain high in price. There are a few Mexican growers with white onions but not much volume crossing yet.



Green Leaf

Quality is looking great and plenty of product.



Romaine

Plenty of romaine available. Quality is good and demand is fair. The cold weather is causing blistering on outer leaves.



Cabbage

Green & Red cabbage are available. Napa cabbage is being affected by the colder weather with low yields and quality issues.

Iceberg



The desert is experiencing cold temperatures, causing harvest delays due to ice, which will impact quality. **The image on the left shows frost, epidermal peel and blister in Iceberg.** Demand is still lower than supply. The cold weather could cause problems for future fields.

Round, Roma and Vine-Ripe Tomatoes

Harvest is peaking on all tomatoes, all varieties. The next 3 weeks are the perfect time for aggressive promotion!

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 good volume this week. Feel free to book orders for loading all week. 36 limited. Fair to strong demand.



Navels

Packing excellent volume all week. 88's fancy and choice have strong commitments - need to prebook. Steady demand.

Also packing organic 25# daisy tangerines and conventional seville oranges.



Lemons

Packing excellent volume. Have all sizes fancy & choice 75 through 200s. Fruit is packed & ready! Demand is slightly up this month.



Limes

Growers are coming to the end of the fruit harvesting now. Growers in Veracruz, Mexico have started new fields.



**The Power of Partnership:
Corona College Heights and Veg-Fresh Farms Drive
Citrus Forward**

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Strawberries

Colder weather is still affecting crops in all areas. We are expecting warmer temperatures through the end of this week which should gradually help improve yields out of these areas.

- Santa Maria: conventional strawberries continue to exhibit excellent quality. Sizing large to extra large. Few defects, aside from occasional green shoulders. Organic strawberries are showing comparable quality to the conv with large to extra large sizing. Fields are in good condition. Farms are progressing ahead of schedule. Acreage continues to expand & weekly volumes are steadily increasing. February is anticipated to see robust load volume. **Ample high-quality fruit will be available for Valentine's Day!**
- Florida: Weather has been very cold for this area and will continue through this weekend. There was even snowfall that occurred about 100 miles north of our growing regions! Estimates have been semi-mitigated as upcoming peak volume approaches. Organic strawberry count ranging from 20-22 with some at 24. Pin rot issues vary across ranches, but crews report fewer instances in packed fruit. Plants appear fatigued, with limited green fruit. Harvesting continues in blocks under protective hoops, while blocks without hoop coverage have been halted due to frost damage & cold temps. A rebound in production is expected as daylight hours increase.
- Mexico: Daytime temps have warmed up (80s/90s) with night time temps still low (30s/60s) - causing some concern for green and overripe fruit. No rain in the forecast as of now. Production continues at steady peak. Volume will remain steady through Feb and start decreasing in March. Fruit shows good consistency in color and sheen. Organic strawberries have limited availability.

Blueberries

- Mexico: Current weather is pleasant with highs in the 80s & lows in the 50s. Conv volume is ramping up quickly & expected to increase until we reach peak in March. Steady volume will be available the remainder of the year. Organic production has finished for the season, in which the gap in supply will last until August. Sizing is around 14-16mm for normal packs & 19-24mm for jumbo packs. Quality is excellent.
- Peru: has finished for the season.
- Chile: weather continues to be hot this week & warmer temps continue to limit current and future production. Quality remains strong. Currently in the Chilean peak, but due to heatwave estimates have been reduced leading us to only cover contract business. Open market availability is limited.
- Oxnard: Organic blueberry quality continues to look great. Peak volume is estimated to arrive around mid-March.



Bell Peppers



Slicer Cucumbers



Eggplant

Steady to good volume - pending rain this week.

HH Bells - steady to good volume - pending rain this week.

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

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

The harvest from the Sinaloa/Sonora region will be on the 3rd and 4th cuts of plants. We will be seeing mixed quality due to this scenario. We will be moving harvest into a new zone to harvest new 1st and 2nd cuts to keep product fresh.

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.

Mexico Supply

Yellow Caribe - good
Jalapeño - good
Serrano - good
Habanero - good
Anaheim - good
Pasilla - good
Husk - good
Peeled - good
Shishito pepper - short
Red Fresno - good
Green thai - short



Chipper Potatoes

Veg-Fresh is shipping chipper potatoes daily! Call your sales representative for pricing and information.



Organic Creamer Potatoes

We are shipping beautiful creamers: red, gold & purple



White Potatoes

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

Organic red potatoes are in good supply with good quality. Organic gold potatoes are very tight, market is going up we may see a gap as new crop does not start until April. Veg-Fresh offers 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 in the coast and desert. Good supply all around.

Brussels Sprouts - steady supply, price increased slightly.

Green Cabbage & Red Cabbage - higher on both with several shippers falling behind on green cabbage. Red has remained tight with high prices.

Cilantro - USA is limited on local harvest, expecting rain in the next few days. Mexico product is stable.

Leeks - will be limited a few days due to upcoming rain.

Kale - limited but available.

Curly & Italian Parsley - limited but available.

White & Bicolor corn - Steady to good volume - pending rain this week.



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