



# Food Service Market Report

March 19, 2025



## Avocado

Volume on avocados continues to be short on the bigger sizes. The smaller the size, the more volume available and pricing that reflects it as well. Growers stateside are getting ready to start harvesting domestically in larger and larger increments. The rain this week is helpful in the long term but in the short term keeping workers out of the fields; resulting in a tighter market overall.



## Onions

Prices on yellow and red onions haven't changed this week. Demand is good. White onions of the Pacific Northwest area are essentially done. Mexican white onion volumes are picking up, but they still have some slight greening to them. Prices are coming down some.



## Green Leaf

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



## Romaine

Romaine is in full harvest in Yuma. Market is trending up with increased demand. Insect pressure and light blister in the plants will be found.



## Cabbage

Green & Red cabbage are in good supply. Market continues to be slightly elevated. Napa cabbage continues to be short and expensive.

## *Iceberg*



Lettuce quality is good and supply is on budget. Weather is warm. Transition is coming up faster than realized and will occur at the end of this month to mid-April. Each grower is a little different. Could see both CA and AZ lettuce the next few weeks.

## **Round, Roma and Vine-Ripe Tomatoes**

Outlook: possibly up to three weeks before tomato supplies return to normal levels again.

Florida: currently in a **DEMAND EXCEEDS SUPPLIES.**

Three week harvest gap with too few tomatoes being harvested to supply current demand. Round tomatoes are \$19.35 FOB and roma tomatoes are \$17.35 FOB.

Mexico: the Culiacan/Sinaloa growing region has finished up and cool weather has delayed the Sonora/Obregon harvest region from starting. Coupled with the dire tomato supply picture in the Eastern United States - all Mexican growers are in a demand exceeds supplies situation. Round tomatoes are in the high teens to low \$20s. Roma tomatoes are in the high teens.

## **Snacking Tomatoes**

Grape tomatoes are very active. Conventional grape tomatoes have jumped up in price. Organic grape tomatoes are 24.00 to 26.00 dollars with heavy demand from the East Coast. Cherry tomatoes seem to have better availability and the market has eased off a bit. Medley tomatoes are steady with not much change from last week.

## **Limes**



Growers in Veracruz started new fields. New field peak sizing 250s, 230s, 200s and 175s. Older field peak sizing 150s and 110s expect quality issue on the larger fruit. Prices will stay firm until mid/end of April.



## **Grapefruit**

Done with Rio's and now packing star variety. Strong demand on 36's and larger. **Deals on 48/56s and bags.** Demand is strong on 36s and larger.



## **Navels**

Steady volume. Fruit size has dropped peak 88/72s. Have run size fancy and choice. Demand is steady.



## **Lemons**

Packing fresh D3 fruit. Good demand on large fruit. **Deals on choice all sizes.** Demand is strong on fancy, steady on choice.

## **Strawberries**

- Oxnard/Santa Maria: these areas survived the rain with limited damage to crops. Quick recovery is expected as more moderate weather is forecasted for these areas. Volume will increase.
- Florida: steady supplies are still available out of this area servicing a good amount of moderate East Coast demand.
- Central Mexico: production is slowing down weekly.
- Baja: production is ramping up quickly in this area. Good volume is expected over the next several weeks.

## **Blueberries**

Mexican blueberries are still commanding a premium. Peruvian new crop is just starting to arrive at the ports. West coast production is available in light numbers.



### ***Bell Peppers***

Green bells have high prices going forward. Red bells remain steady.

HH Bells - red bells are getting tight. Yellow and orange bells higher prices with steady volume.



### ***Slicer Cucumbers***

Supply is extremely limited. Shippers are currently transitioning between growers. New crop is expected to begin in the next week or two, which should help improve availability.



### ***Eggplant***

Mexico crop available out of Sinaloa with good volume.

## Mexico Hot Peppers & Jicama

The hot chili pepper market is active. Quality for the most part is mixed - this is due to the fields in Sinaloa coming to an end on the last harvest of fall/winter. New fields in Sonora are opening up for the Spring Harvest. We are in the midst of a supply vs demand causing a price hike all across.



### Mexico Supply

- Yellow Caribe - limited
- Jalapeño - ok
- Serrano - ok
- Habanero - good
- Anaheim - ok
- Pasilla - ok
- Husk - limited
- Peeled - good
- Shishito pepper - **short**
- Red Fresno - limited
- Green Thai - good
- Jicama - new crop



### *Chipper Potatoes*

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



### *Organic Creamer Potatoes*

Supplies are tightening. Call your Veg-Fresh sales representative for availability.



### *White Potatoes*

New crop white potatoes are available out of Bakersfield, CA. Florida has now started! Put these potatoes into your soups and stews, perfect for winter!

### **Russet Potatoes**

**Conventional** russet potatoes: supplies are steady. Potatoes are coming out of storage until new crop starts in August. Demand is good.

**Organic** russet potatoes: supplies are tightening up on storage. Storage supply will take us through July when new crop starts. Veg-Fresh has all pack sizes available in paper or poly.

### **Red and Gold Potatoes**

**Conventional** red and gold potatoes: demand for gold potatoes is strong, supplies are moving fast. Red potato demand is fair, plenty of potatoes available.

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** - are available. Slightly higher prices due to rain from last week.

**Brussels Sprouts** - steady supply.

**Green & Red Cabbage** - green cabbage pricing has come down with steady availability. Red cabbage is on the tighter side, with higher price.

**Cilantro** - USA cilantro has been hit with rain in Oxnard. We will fill with Mexico product.

**Leeks** - are available as we transition from USA to Mexico.

**Kale** - steady supply.

**Curly & Italian Parsley** - Italian parsley is limited as USA product will be gapping for two weeks. Curly parsley will be USA until we transition in April to Mexico product.

**White & Bicolor corn** - white corn is very tight. Yellow corn has quality issues. Bi-color corn is coming on with volume.



## Veg-Fresh Farms

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