



# Food Service Market Report

March 5, 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. That being said, tariffs are being applied to all avocados shipping from Mexico, with growers stateside getting ready to start harvesting domestically in larger and larger increments.



## Onions

Prices on yellow and red onions out of the Pacific Northwest are coming down some as they try and get out of inventory by spring crop. Demand is pretty good. Very few good quality whites out of the USA remaining. More Mexican white onions are crossing and quality is getting better and prices are off on some of the white onions this week. Now that the tariffs are here, prices will be higher next week.



## Green Leaf

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



## Romaine

Plenty of romaine available. Quality is good and market is stabilized.



## Cabbage

Green & Red cabbage are in good supply. Market is up. Napa cabbage continues to be short.



## Iceberg

Lettuce supplies are plentiful and quality is great. Demand is still low. Transition to CA is looking to be early April this year.

## Round, Roma and Vine-Ripe Tomatoes

Mexico: Tariffs are here. Roma tomatoes will range into the mid to high teens as well as vine-ripe tomatoes. Supplies are adequate. Seeing a wide variation in quality as

Sinaloa and Culiacan begin winding down.

Florida: is running a few less tomatoes week over week until they begin to harvest acreage planted for Spring 2025.

### Snacking Tomatoes

Cherry tomatoes are very short right now. Grape tomatoes and medley tomatoes remain supply exceeds demand and prices are still saturated.

## Weather update for Citrus

Heavy rain forecasted this week through next in ALL citrus growing regions. We will harvest in advance but strongly suggest prebooking.

### Limes



Growers are continuing to attempt to increase market price on limes as we transition into new crop. Overall volume remains strong; beginning to see a size shift from larger to smaller size. Weather is anticipating to be good, small chance of rain. We most likely won't see harvest interruptions in the coming week. Expect prices to inch up as transition takes place and the unknown effects of the tariffs.



### Grapefruit

Packing fresh D3 Rio's. Have excellent volume all sizes and both grades. Focus on smaller sizes. Demand is strong on 32's and larger.



### 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 fresh D3 fruit. Good demand on large fruit. Focus on 140 and smaller and choice grade. Demand is steady.

### Strawberries

- Oxnard/Santa Maria: with the cooler weather and impending rain event on Wednesday and Thursday, these areas will be very short going into the weekend. This will produce a temporary rain market as shippers struggle to cover orders.
- Florida: production remains on the decline out of this area occasionally interrupted by sporadic rain and disease pressure. High-quality offerings are very light. Many shippers are hoping to stay close with their products because of the limited shelf life.
- Central Mexico: Is now well past peak season & numbers will decline steadily out of this area. Some of the smaller ranches have finished because of lower pricing and sporadic quality. We will see only moderate numbers coming from

the larger main growing areas moving forward. California shippers will need to continue transferring the full mixed berry lineup until new crop West Coast productions begins in early spring.

- Baja: production is ramping up quickly in this area. Demand pressure caused by the California rains should help the market remain relatively firm out of this area. These rains will reach this area by Thursday causing some harvest delays here as well.

## **Blueberries**

Mexican blueberries are still commanding a premium due to the Chilean crop season coming to an end. Baja is now producing moderate numbers coming in through the San Diego/Otay Mesa area. West Coast production is bringing light numbers of organic blueberries into the market with some additional conventional products over the next few weeks.



### ***Bell Peppers***

Good supply out of Nogales. Green bells seeing an increase in price this week.

HH Bells - Orange/Yellow getting a little tighter and higher in price than red bells. Good volume on red bells.



### ***Slicer Cucumbers***

Supply is extremely limited. Nogales received a limited supply of slicer cucumbers today as some growers in Mexico are keeping product for the local market.

Additionally, a few shippers are currently transitioning between growers. New crop is expected to begin in the next week or two, which should help improve availability.



### ***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

Chili peppers will continue to harvest from Mexico and as we all know, the tariffs added 25% cost all across. Overall all supplies are steady and demand could increase as we are officially in lent 2025 from 3/5/25 to 4/17/25.



### Mexico Supply

- Yellow Caribe - short
- Jalapeño - good
- Serrano - good
- Habanero - good
- Anaheim - good
- Pasilla - good
- Husk - good
- Peeled - good
- Shishito pepper - short
- Red Fresno - good
- 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** - plenty availability. Starting to see price increase.

**Brussels Sprouts** - steady supply.

**Green Cabbage & Red Cabbage** - starting to see more availability on green cabbage. Red cabbage is on the tighter side. Pricing has come off slightly.

**Cilantro** - USA cilantro has been hit with heavy winds in Oxnard, expected to see damage there. We will fill with Mexico product.

**Leeks** - will tighten up the next couple of weeks due to heat damage in Mexicali. We will transition over to Ojos Negros in Ensenada the next couple of weeks.

**Kale** - steady supply.

**Curly & Italian Parsley** - Italian parsley, USA product will be gapping for two weeks. We will fill with MX product. Curly Parsley will be USA until we transition in April to Mexico product.

**White & Bicolor corn** - steady volume out of Mexico. Quality issues are "hit and miss"



## Veg-Fresh Farms

1400 West Rincon Street, Corona, CA 92878

This email was sent to {{contact.EMAIL}}  
You've received it because you've subscribed to our market report.

[Unsubscribe](#)

