



Food Service Market Report

April 9, 2025



Avocado

Large avocados have become cheaper in the last two weeks, but the delta between large and small avocado is very large. As we get deeper into the California season we have seen prices start to level out. Quality remains very good and supply will continue to improve.



Onions

Pacific Northwest yellow and red onion growers are still shipping very good volumes. Market is steady and demand is decent. Mexican white onion volumes are picking up and the market is off. Quality is good and clean with some slight green veining. Texas crop got hit with a lot of rain recently which will affect that entire crop outlook. Imperial valley crop is starting up in 2 weeks.



Green Leaf

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



Romaine

Romaine is still being pulled out of Yuma. Market is trending up with increased demand. Insect pressure and light blister in the plants will continue to be found. Temps to hit 100 in Yuma which could spell trouble on quality.



Cabbage

Green & Red cabbage are in good supply. Napa cabbage continues to be short and expensive, will not be back to normal until Salinas begins but start dates continue to be pushed back.



Iceberg

Next week, lettuce will be coming out of California: Huron and Salinas. Yuma is officially finished and the processing plants will be moved over the weekend to their respective CA plants. Quality is good and supply is on budget. Pricing remains low. You will see both

Arizona and California lettuce over the next two weeks being in the system.

Round, Roma and Vine-Ripe Tomatoes

Florida and Mexico are both in peak production with excellent volume and quality on vine-ripened and roma tomatoes. Promotional opportunities for the next 4 weeks in the mid teens.

Snacking Tomatoes

Grape tomatoes - plenty available on both organic and conventional.

Medley - good supplies on both organic and conventional.

Cherry tomatoes are steady as well.



Limes

Quality on limes have improved with ideal weather conditions. Smaller fruit 250s/230s/200s should remain best over all value.



Grapefruit

Packing fresh crop stars. Fruit is running small. Peak size 48/56's. Fruit will continue to size up.



Navels

Into late varieties fruit is larger. Price and demand are way up on 88's and smaller.



Lemons

Fancy grade moving steady. Promos available on bulk and bag choice. Peak size choice 95/115s.

Strawberries

- **Oxnard and Santa Maria** - We are currently seeing a short-term warming trend in these areas which is expected to help bring on production for the end of the week. The additional production will be soaked up quickly due to the beginning of the Easter berry pull this week and the next.
- **Baja** - Production is strong, helping to cover some of the additional demand shifting to the West Coast from the ending of the East Coast and Central Mexico production seasons.
- **Salinas and Watsonville** - The season is beginning in a very light way with growers offering small amounts of fruit produced after early season passes through the fields for plant maintenance purposes. This production is expected to become steady in the last week of April or the first week of May depending on the weather.

Blueberries

Mexican blueberries are still commanding a premium. Baja is now producing only moderate supplies of blueberries crossing into the U.S. out of San Diego, CA. West Coast production is bringing light numbers of organic blueberries into the market with additional conventional products to follow in the next few weeks. Peruvian offshore product arriving at the ports is light leaving shippers in a very short position until warmer weather arrives out West which should help with supplies. Florida production is still in the very early stages of the season. Georgia production is still a few weeks out.



Bell Peppers

Green pricing is starting to go up quick. Steady supply. Good volume on reds and yellows. Coachella will start the 3rd week of April.

HH Bells - still steady out of Mexico on all colors.



Slicer Cucumbers

Cucumber supply remains limited out of Sinaloa due to recent weather challenges.

However, we are now experiencing slightly improved weather conditions, leading to better availability compared to the previous week.



Eggplant

Mexico crop available out of Sinaloa with good volume.

Mexico Hot Peppers & Jicama

The hot chili pepper market remains active. Quality for the most part is mixed - this is due to the fields in Sinaloa coming to an end. New fields in Sonora are opening up for the Spring Harvest but volume is low and that region only goes up for 3-4 weeks. Heads up on habanero. Sinaloa is completely done and Sonora has low volume. Serrano is active as supplies are low. Keep chili pricing up where you can.

Mexico Supply

- Yellow Caribe - **extremely limited**
- Jalapeño - ok
- Serrano - limited
- Habanero - **extremely limited**
- Anaheim - ok
- Pasilla - ok
- Husk - good
- Peeled - good
- Shishito pepper - **extremely limited**
- 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 or BBQ!

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: new crop colored potatoes out of Bakersfield will be starting in 2 weeks. Demand has been very good on the gold potatoes while demand on the red potatoes has been fair.

Organic red and gold potatoes - new crop colored potatoes starting in 1 week. Demand has been very good on both red and gold. Veg-Fresh packs in both paper and 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. Expect to see prices increase over the next few weeks.

Brussels Sprouts - steady supply.

Leeks - limited but available.

Kale - finishing up Mexico and transitioning to USA production June - October.

Green & Red Cabbage - green and red cabbage are available. Prices may increase over the next week or so.

Cilantro - USA and Mexico product available. USA product is forecasted to continue April - November or until weather allows.

Curly & Italian Parsley - 2 more weeks in Mexico then we transition to USA production May - November or until weather and quality allows.

White & Bicolor corn - Mexico has quality issues. White corn, bicolor out of Brawley is good. Coachella will have white, yellow and bicolor starting 4/12.



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