



# Food Service Market Report

May 21, 2025



## Avocado

The delta between large and small avocado is still very large. As we get deeper into the California season, we should see prices start to level out. Quality remains very good and supply should continue to improve.



## Onions

The Imperial Valley desert onion deal will go for another 3+ weeks or so.

Quality is pretty good on red and yellows, lower volumes on whites. The Central California onion crop is now going on all 3 colors. Prices are up slightly on California whites and reds. Mexico growers are still crossing whites and reds, but no real volume on reds.



## Green Leaf

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



## Romaine

Romaine is now coming out of California. Market is slightly up. Product is available and looking good, light fringe burn will be found.



## Cabbage

Green, red and napa cabbage are in good supply. Quality on all is looking very nice.



## Iceberg

California lettuce is looking very nice and weights are good. Pricing starting to firm up with better demand and cooler weather slowing down production.

## Round, Roma and Vine-Ripe Tomatoes

**Florida** - is in declining volume as the season winds down and South Georgia and Carolina get ready to start up in the next 1-2 weeks. Markets are in the high teens to

low twenties for best quality.

**Mexico** - Baja California and Central Mexico are beginning to see better supplies of vine-ripe, roma and round tomatoes due to warm weather in the growing areas. Markets are in the mid-teens for best quality roma's and high teens for large size vine-ripe round tomatoes.

**California** - Set to begin the summer tomato season in 2 weeks!

### Snacking Tomatoes

We are seeing the grape and cherry market perk up a little due to the rains in Florida. Please be advised that markets will continue to climb. Medley on the organic are short but conventional are still steady as she goes.



#### Grapefruit

Packing fresh crop star grapefruit. Peaking on 36's and smaller - but good supplies.



#### Oranges

Good demand with excellent supplies of fresh crop California valencia's.



#### Lemons

Strong demand but we have excellent supplies of fresh California District 2 fruit.

### Limes

As of now, we are extremely limited on the large sizes due to lack of rain these past several months. New crop at the moment so the majority of the volume is on the smaller sizes 250/230ct. Deals on smaller fruit.

### Strawberries

- **Santa Maria** - Although we are past peak harvest in this area, good production is also expected in this area. We will see a gradual decline in numbers over the next several weeks as we move into late June.
- **Salinas/Watsonville** - We will continue to see good production levels with growing conditions remaining ideal.

### Blueberries

Product is still very light coming out of Central Mexico. Georgia production was expected to ramp up significantly this week as growers recover from the heavy rains last week. The Central California Coast numbers are increasing steadily.



#### Bell Peppers



#### Slicer Cucumbers



#### Eggplant

Very nice product out of Coachella. Mexico is finishing up with quality issues.

HH Bells - still available out of Mexico. Canada needs 3-4 day lead time.

Market has been active, particularly on plain cucumbers. Sinaloa is expected to continue production for another 10 days with a transition into Baja anticipated in early June.

Due to ongoing water issues, fields are not yielding as expected. Supplies are specifically limited on 18ct and 24ct sizes, leading to tighter availability.

### **Mexico Hot Peppers**

New fields in Sonora, Mexico are flowing for the spring harvest. Plenty of Jalapeño! New habanero fields will begin harvest in the next 10 days from USA/Baja.

Heads up on tomatillo, the Mexicali supply has experienced damage from extreme heat. Zacatecas, Mexico will be the next region with limited supplies. Expect higher cost for the next 15-20 days.



#### ***Chipper Potatoes***

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



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

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, white, gold and red have started out of Bakersfield. Demand has been very good.

**Organic red and gold** - we are shipping new crop red and gold potatoes out of California's Imperial Valley. Veg-Fresh packs in both paper and poly!

### **Sweet Potatoes**

### **Fingerling Potatoes**

Shipping all varieties of sweet potatoes - conventional and organic. Japanese sweet potatoes are very tight, new crop will be available late August.

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

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

### Wet Vegetables

**Broccoli Crowns** - volume on domestic crowns. Limited on short cut crowns.

**Leeks** - good supply.

**Brussels Sprouts** - remain limited.

**Kale** - good supply.

**Green & Red Cabbage** - good supply in Salinas and Santa Maria. Green cabbage may become slightly limited next week.

**Curly & Italian Parsley** - limited but available. We are seeing quality issues due to heat.

**Cilantro** - limited but available. We are seeing quality issues due to heat.

**White & Bicolor corn** - steady supply on white and bi-color corn. Yellow corn remains on the tight side.

### Asparagus

**Peru** - mostly staying on the East Coast. Boat arrivals every Friday and Tuesday.

**Canada** - mostly staying in Canada due to local grown marketing program. Some product coming West as needed. Supply in peak production.

**Michigan** - supplying mid-West, East Coast customers.

**Washington** - supplying Pacific Northwest with local grown marketing program. Some product coming to the West Coast as needed. Supply in peak production.

**California** - supplying locally grown program.

**Mexico** - starting production from Southern Baja. More production in the next two weeks.



**Veg-Fresh Farms**

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