



# Food Service Market Report

May 28, 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 is still going and deals are being made to move out the volume. The Central California onion crop is now going on all 3 colors. Demand is pretty decent and the prices have remained about the same this week. Good white onions still coming in with decent volume from Mexico.



## 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**

Excellent supplies of Stars both grades and all sizes.



### **Oranges**

Market is very strong on all sizes and grades. We have good volume but please pre-book orders.



### **Lemons**

Excellent quality and volume on all sizes and both grades. Peak on 115's.

## **Limes**

Limited on the large sizes due to lack of rain these past several months. New crop, so the majority of the volume are 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 elevated production levels with growing conditions remaining ideal. Cool mornings with afternoon sunshine are in the forecast. Quality has been strong.

### **Blueberries**

Product is still very light coming out of Central Mexico. Georgia production is strong. The Central California Coast numbers are increasing steadily. The Pacific Northwest season will commence in late June or early July.



#### ***Bell Peppers***

Quality issues out of Mexico with low pricing.

California has quality product with higher pricing with both red and green.

HH Bells - hit and miss out of Mexico, but Canada has quality peppers with higher prices.



#### ***Slicer Cucumbers***

Steady supplies on slicer cucumbers out of Mexico. Baja production has begun, though current volumes remain light.



#### ***Eggplant***

We are seeing steady supplies on eggplant, specifically 18ct and 24ct. The Coachella season has started and is expected to run through June.

### **Mexico Hot Peppers**

Sonora, Mexico fields are flowing for the Spring Harvest. Plenty of jalapeño. We will begin to see the region Baja Mexico harvest within the next coming weeks, heading into the summer. New habanero fields will begin harvest in the next 10 days from USA/Baja.

Tomatillo supply has increased as fields in Baja have begun to harvest. This adds more availability from two separate regions including Zacatecas. Ultimately, creating a stable market with cost and good quality.



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



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



#### ***White Potatoes***

New crop white potatoes are available out of

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

Call your Veg-Fresh sales representative for availability.

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

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

## 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** - higher prices on both domestic and short cut. Limited this week due to Memorial Day.

**Leeks** - good supply.

**Kale** - good supply.

**Brussels Sprouts** - remain limited.

**Curly & Italian Parsley** - steady supply on both.

**Green & Red Cabbage** - higher prices on both, steady supply in Salinas and Santa Maria.

**White & Bicolor corn** - volumes are starting to decrease as the desert winds down. Yellow and bi are slightly higher, some better prices on white.

**Cilantro** - has been active in the past week, with some shippers gapping.

## 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

1400 West Rincon Street, Corona, CA 92878

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