



# Food Service Market Report

May 7, 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

Only yellow onions and very few reds still shipping from the Pacific Northwest growing areas. Many growers are done on all 3 colors. Prices moving up just slightly this week. Imperial Valley onions are going on mostly yellow and reds, some whites. Central California onions are also starting up with some reds and yellows. Mexico white onions are still crossing in decent numbers. Quality is varying.



## Green Leaf

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



## 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 cabbage are in good supply and Napa cabbage too! Quality on all is looking very nice.



## Iceberg

California lettuce is looking very nice and weights are near perfect. Salinas is the main growing region. Pricing remains low and plenty of product available.

Round, Roma and Vine-Ripe Tomatoes

**Florida** - the Florida spring tomato crop volume has peaked and there will be a week over week reduction in volume going into the end of May. Markets are up on rounds and romas on lighter supplies. Romas \$17.35 to \$18.35 FOB. Round tomatoes are \$11.35 to \$16.35.

**Mexico** - Sinaloa and Culiacan are winding down for the season as Baja, CA is just starting to see its first loads of roma and round tomatoes. Big vines are up sharply to \$16-18. 5x5's and smaller are \$12.95 - \$13.95. Best quality romas up sharply to \$16.95 - \$17.95. Heavy color deals at \$14.95.

**California** - is set to begin tomato summer harvest in 4 weeks, early June.

### Snacking Tomatoes

Grape tomatoes are steady. Cherry tomatoes have good demand but light supplies. Organic Medley tomatoes are very short - gapping for a week.

### Limes



We are currently extremely limited on the large sizes due to lack of rain these past several months. The cost for limes in general is expensive now. New crop with smaller sizes 250/230ct. Since cost is high now, the growers are taking advantage and harvesting the smaller sizes and not holding harvest.

Costs may remain high. Weather conditions (lack of rain) is the reason for the large sizes being scarce.



### Grapefruit

Packing fresh crop star grapefruit. Fruit is running small. Peak size 48/56's but have fancy and choice 23's through 56's.



### Navels

Packing daily. Good volume on all sizes. Strong demand on 113/138's.



### Lemons

Demand is up along with exports. Best value is choice 95/115's but we have a run of size.

### Strawberries

- **Santa Maria** - Good production is expected out of this area as well as temperatures begin to improve mid-week with no rain in the immediate future. The quality has been good.
- **Oxnard** - Production yields continue to drop in this area as growers move past peak season and have been sending some older plantings to the processors.

- **Salinas/Watsonville** - We will continue to see good production levels on the new crop fruit coming from both areas. Cooler than normal weather held back production last week causing a firming up of the markets. Temperatures are expected to improve, helping to increase yields later in the week. Quality is very good right now, with larger full colored fruit being offered.

## **Blueberries**

Product is still very light coming out of Central Mexico. Georgia production is ramping up this week. The Central California Coast is producing limited numbers of blueberries currently, but we are expecting better numbers over the next few weeks as the weather warms moving into late spring. There have been Mexican transfer delays on products being reported at the West Coast DCs.



### ***Bell Peppers***

Coachella bell peppers have good quality. Price is higher. Mexico is now winding down.

HH Bells - Mexico quality is weakening. Canada quality is looking good.



### ***Slicer Cucumbers***

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.



### ***Eggplant***

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**

The hot chili pepper market remains active. New fields in Hermosillo, Sonora are opening 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. Small supply from Baja. Production will increase from La Paz and the market will stabilize, anticipating within the next 10 days. Tomatillo mostly from Sonora and Mexicali with good quality.

Chili supplies all around should level on supply and availability in the next 10-15 days as other regions in Mexico begin to harvest.



### ***Chipper Potatoes***

Veg-Fresh is shipping chipper potatoes daily! Call



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



### ***White Potatoes***

New crop white potatoes are available out of

your sales representative  
for pricing and information.

Supplies are tightening. 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 white potatoes and gold potatoes started out of Bakersfield. Red potatoes will start soon. Demand has been very good on the gold potatoes. Demand has been fair on red potatoes.

**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.

### **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** - steady supply seeing higher prices out of Salinas.

**Brussels Sprouts** - Limited, not enough production for the demand.

**Green & Red Cabbage** - steady supplies on the coast with easy pricing on the green. Mixed pricing on red.

**Cilantro** - starting to see more supply.

**Leeks** - good supply.

**Kale** - currently limited

**Curly & Italian Parsley** - steady supply on curly parsley. Italian is slightly higher with lighter supply.

**White & Bicolor corn** - steady pricing on white and bi-color corn. Yellow corn is higher.



## Veg-Fresh Farms

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