



Retail Market Report

May 21, 2025

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.

Organic Roma Tomatoes

We are seeing good production out of Mexico. FOB costs have come down. Hearing quotes mostly in the \$14.95 - \$16.95 range. Deals are being made on high volume orders. Good demand this week. Expect things to slow down after the Memorial Day holiday.

Tomatoes on the Vine

Conventional

Supplies: Good supplies continue out of Canada and the USA. Mexico has fair to good supplies.

Pricing: delivered cost is still holding in the \$6.00 - \$8.00 range. Higher prices back East.

Demand: Good Memorial Day movement. We are expecting movement to slow after the holiday.

Organic

Supplies: Very light supplies out of Mexico. We are seeing a flush on USA and Canadian product.

Pricing: with heavy supplies out of Canada and the USA. Costs have come down. Delivered costs are mostly in the \$14.00 - \$16.00 range.

Demand: Fair to good demand.

Beefsteak Tomatoes

Conventional

Supplies: Good supplies out of Canada and the USA. Mexico is limited availability.

Pricing: Seeing delivered cost mostly in the \$14.00 range.

Demand: Good demand. Vine ripe market is still very good.

Organic

Supplies: Light supplies out of all growing areas.

Pricing: FOB cost is mostly in the \$18.95 - 20.95 price range on good quality product.

Demand: is fair to good.

Heirloom Tomatoes

Conventional

Harvest out of Central Mexico remains limited. Markets remain active. California crops forecasted to begin in July.

Organic

Harvest out of Central Mexico remains limited. New crops out of Baja remain limited against harvest. Markets remain active. California crops forecasted to begin mid to late June.

Organic Melons

Organic cantaloupes, honeydews, mini watermelons and full size seedless will be starting out of El Centro, CA around 5/23.



Grapefruit

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

Organic: Demand on contracts exceeds supplies. Call your sales rep for price and availability. Best availability is smaller fruit in 4# bags.



Oranges

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

Organic: Very light Valencia oranges available the next few weeks. Demand on contracts exceeds supplies. Call your sales rep for price and availability.



Limes

Conventional: 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.



Lemons

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

Organic: very light volume the next few weeks. Demand on contracts exceeds supplies. Call your sales rep for price & availability.

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.



Blackberries

No significant West Coast California production will begin until early June or mid-July. Availability is decreasing out of Mexico for the short term. We are seeing firmer pricing in the \$14.00 - \$18.00 range on the 12 oz pack style with higher undertones.



Raspberries

Crossings are increasing coming in from Central Mexico and Baja. Significant West Coast California production will not begin until early June.



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.

Organic slicer cucumbers still have good volume out of Mexico; steady pricing.

English Cucumbers

Volume out of Canada has dropped a bit, but there is still good supply. Costs are up a bit due to the dip in production



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.

from Canada. Still good volume on organic English cucumbers from Mexico.



Bell Peppers

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

Organic Green bells are very tight and high pricing out of Coachella.

HH Bells - Still available out of Mexico. Canada needs 3-4 days lead time.

Organic HH Color Bells volume out of Canada, need 3-4 day lead time.



Persian Cucumbers

Production has slowed down a bit in Canada, but Mexico still has heavy volume. Heavy volume out of Mexico on both conventional & organic persians. Costs are still friendly and it's a great time to promote.



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.

Organic eggplant still has good volume out of Mexico.



Mini Sweet Peppers

Organic mini sweet peppers have good volume and quality out of Mexico. Coachella, California has just started.



Organic Hard Squash

Supplies are improving on organic squash. Costs have dropped more from last week.

Organic Apples

Steady storage supplies out of the Northwest on most Organic Apple varieties. Imported organic apples are starting to arrive. Very high costs on organic honeycrisp apples out of New Zealand.

Organic Soft Squash

Winding down in Mexico. California will start around June 15th.

Organic Green Beans

Mexico limited volume due to growing gap.



Mango

Good volume on Ataulfos size 14-18s. The Michoacan, Mexico area is going now with Kent variety which will peak on bigger sizes. Market is up slightly on smaller fruit this week.

Organic: Mexican organic mango market remains steady this week. Good quality on Tommy Atkins 9/10ct and some larger fruit available as well.



Pineapple

Good supply on Costa Rican fruit out West. We have very good volume on 7ct now. Brix levels are at 15-16. Shell color is good as well.

Supplies are good on **organic** pineapples out of Mexico. Quality and brix are good. Demand is still very good. Pricing remains steady.

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.



Organic Creamer Potatoes

Call your Veg-Fresh sales representative for availability.



White Potatoes

New crop white potatoes are available out of Bakersfield, CA. Quality is nice.

Russet Potatoes

Conventional russet potato supplies are steady. Potatoes are coming out of storage until new crop starts in August. Demand is good.

Organic russet potato 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: volume on domestic crowns. Short cut crowns are limited.

Leeks: good supply.

Brussels Sprout: remain limited

Kale: good supply

Organic brussels - out of Mexico. Starting to see some issues on quality as weather warms up in Mexico.

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

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

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

Cilantro: Limited but available. We are seeing quality issues due to heat.

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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