



Retail Market Report

May 28, 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

Good supplies continue out of Mexico. We should see good supplies through June. Wide range of cost based on quality. Good quality quotes are as high as \$18.95. Lesser quality ranging from \$12.95 to \$14.95. We are seeing fair demand so far, after the 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

Organic

Supplies: Mexico is currently in a transition. Good availability out of Canada and the USA. Expect good supplies for another 3-4 weeks.

back East.

Pricing: Costs are holding in the \$14.00 - \$16.00 range.

Demand: Fair to good supplies.

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Beefsteak Tomatoes

Conventional

Supplies: Good supplies out of Canada and the USA. Mexico is very light on current supplies. We are seeing very limited availability though. Ads back East tied up most of the available product.

Pricing: Current cost is mostly in the \$16.00 range. There have been quotes as high as \$20.00.

Demand: Good demand due to holiday. We should see slower demand in a week or two.

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 is abruptly finishing up against existing crops. Markets are strong due to demand exceeds supply status. Forecasting extremely limited harvest for most of June. California crops forecasted to begin in July.

Organic

Harvest out of Central Mexico is abruptly finished up against existing crops. New crops out of Baja remain delayed for another 2-3 weeks due to cool/cloudy May. Tomatoes are still not colored up. Markets are very strong due to demand exceeds supply status. California crops forecasted to begin late June - early July.

Organic Melons

Great quality and volume out of El Centro on all organic melons.



Grapefruit

Conventional: Excellent supplies of Stars both grades and all sizes.

Organic: Will have good supplies starting the week of 6/1. Peak on 36's and smaller bulk and plenty of fruit for bags.



Oranges

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

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



Limes

Conventional: 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.



Lemons

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

Organic: We are increasing harvest; however, supply is still very limited. Please pre-book. Call your sales rep for price and availability.

Strawberries

- **Santa Maria** - Although we are past peak harvest in this area, we will continue to see strong harvests. 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.



Blackberries

Some West Coast California production will begin in early June. Availability is decreasing out of Mexico for the short term. Georgia is expected to begin light production this week.



Raspberries

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



Slicer Cucumbers

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



Onions

The Imperial Valley desert onion deal is still going and deals are being made to move out the volume. The Central

Organic slicer cucumbers have good volume and price.

English Cucumbers

Steady supplies continue out of Canada. Still good volume on organic English cucumbers from Mexico.

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.



Bell Peppers

Quality issues out of Mexico with low pricing. California has quality product with higher pricing with both red and green.

Organic Green bells are still tight out of California.

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

Organic HH Color Bells are a hit and miss out of Mexico, but Canada has quality peppers with higher prices.



Persian Cucumbers

Heavy volume out of Mexico is keeping the market down on both conventional and organic Persian Cucumbers. Volume is down a bit in Canada, but costs are still friendly. Excellent quality and a great time to promote.



Eggplant

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

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

Good supplies on Organic squash. Costs have stabilized.

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

Mexico is finishing up and California starting this week with very nice product.

Organic Green Beans

Mexico limited volume due to growing gap.



Mango

Smaller sized fruit is getting shorter at the moment. Nayarit and Sinaloa are just starting up and volume will start to ramp up. Peak production will start coming in week 25, mid-June. Smaller Ataulfos still available.

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



Pineapple

Mexico has good volume on 6's and 7's. We have good supplies on Costa Rican 7ct pineapples. Brix levels are at 15-16. Market is flooded with fruit with very low demand. Shell color is good as well.

Supplies are good on **organic** pineapples out of Mexico. Quality and brix are good. Demand is still good. Costa Rica fruit is in good supply at the moment as well.

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.



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

Leeks: good supply.

Kale: good supply

Brussels Sprout: remain limited

Curly & Italian Parsley: steady supply on both.

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

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

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

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.



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