



Food Service Market Report

June 11, 2025



Avocado

USA avocado production is in good supply and markets overall are coming off. Sizing still remains an issue as the larger fruit is commanding a higher price due to heat in the groves in the fall preventing the fruit from sizing up. Mexican fruit is in a slower period but still handling more than 80 percent of all US avocado sales. We expect Mexican fruit to increase in volume starting July. Quality overall remains very good and a good time to promote is now.



Onions

The Imperial Valley desert onion deal is still going and deals are being made to move volume in the last few weeks. Quality is ok. The Central California onion crop is now going but not all growers are going quite yet. Lots of deals on yellow onions now. Good white onions are coming in from Mexico and New Mexico right now. California whites are more expensive.



Green Leaf

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



Romaine

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



Cabbage

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



Iceberg

California lettuce is looking nice and weights are near perfect. Pricing remains low and plenty of product is available.

Round, Roma and Vine-Ripe Tomatoes

Southeastern Tomato supplies - South Carolina, Georgia and Florida are all in production on tomatoes. Quality is excellent and promotional opportunities abound.

Mexico - Nogales, McAllen Texas and Baja California are producing ample supplies of both roma and vine-ripe tomatoes. Quality is excellent. Call for promotional opportunities.

California - field grown tomatoes begin harvest this week. More growers will enter the picture week over week as we move deeper into June.

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

Fresh D2 Star excellent volume both grades. Good availability on 32's and smaller both grades.



Oranges

We are going to gap for a few weeks on Navel oranges. Industry wide crop is much lighter than last year. Need to slow harvest, also letting fruit size up.



Lemons

Packing excellent volume fresh D2 crop. Good volume all sizes and both grades. Peak 115 then 95.

Limes

Expecting good volume and quality through July. Large fruit pricing 110s/150s/175s fallen mid 20s, smaller fruit 250s/230s/200s low \$20s.

Strawberries

- **Santa Maria** - We are currently seeing ideal picking weather, but cooler temps are slowing ripening. Smaller fruit sizes means more berries needed per clamshell, reducing tray yields. Declining volumes as fields approach post-peak. Holding as California's #2 producing region behind Watsonville. *As of 6/10, ICE activity has been reported. Targeted inspections are underway, but harvester uncertainty may lead to panic or labor slowdowns. If Santa Maria becomes a focus, pricing will rise and remain elevated throughout June.*
- **Salinas/Watsonville** - Currently California's top-producing district. Excellent weather, but cold temps are delaying ripening - especially on later plantings. Berry size is down, stretching pick intervals. Watsonville commands premium pricing due to freshness, proximity to NorCal DC's and better shelf life.

Blueberries

Market is tightening as we transition into Pacific Northwest production. Strong pricing expected through early summer due to tight gaps and harvest timing misalignments.



Bell Peppers

Quality issues out of Mexico with low pricing. California has quality product with higher pricing on green. Good supply on red bells larger size.

HH Bells - Canada has quality peppers with higher prices. Need 4 day lead time.



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 coming to an end for the spring harvest. We will begin to see the region Baja Mexico harvest within the next coming weeks, heading into the summer. USA harvest is 12-15 days away from first picks of Jalapeño.

Tomatillo supply has increased as fields in Baja have begun to harvest. This adds more availability from two separate regions including Zacatecas. Jalapeños are making noise. Limited supplies from Mexico and USA are still 15 days from first harvest.



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

White potatoes are available out of Bakersfield, CA. Quality is nice.

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

Organic red and gold - we are shipping red and gold potatoes out of California's Imperial Valley and Bakersfield through June. Washington will start in early July. 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.

Brussels Sprouts - remain limited, insect issues.

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

Cilantro - has been active in the past week.

Leeks - good supply.

Kale - good supply.

Curly & Italian Parsley - steady supply on both.

White & Bicolor corn - Coachella is finished with Brawley wrapping it up. Tracy is starting with higher prices. Pricing will be much higher.



Veg-Fresh Farms

1400 West Rincon Street, Corona, CA 92878

This email was sent to {{contact.EMAIL}}
You've received it because you've subscribed to our market report.

Unsubscribe

