



Food Service Market Report

June 25, 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

More growers are now going on onions. Stockton growing area is starting up. Quality is varying among all the growers. Good quality white onions are harder to find right now. Mexico whites are winding down, but there are plenty of yellow and red onions available now from CA area. California whites are higher in price this week and the market on yellow and reds is steady. The Pacific Northwest onion deal will start up in late July or early August.



Green Leaf

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



Romaine

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



Cabbage

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



Iceberg

The market has sifted due to disease in the fields and heat. Pricing is expected to remain high for the next 2-3 weeks with trigger pricing occurring.

Round, Roma and Vine-Ripe Tomatoes

Southeastern Tomato supplies - South Carolina harvest will begin winding down next week as Tennessee is set to begin tomato harvest after the 4th of July. Supplies are plentiful and volume will support 4th of July promotions.

Mexico - Mexican vine-ripe tomatoes continue from both Baja, California and Central Mexico. Quality is excellent and promotional volume is sufficient to use into 4th of July promotions.

California - California now has all tomato growers harvesting daily. Quality is excellent and volume will support summer promotional activity.

Snacking Tomatoes

Market is healthy and plenty of production on all items!



Grapefruit

Harvesting excellent volume all of July. Promo pricing available for bag ads.



Oranges

We are going to gap until about mid-July on valencia oranges.



Lemons

Strong demand but packing good volume. Suggest pre-booking.

Limes

Current volume has decreased due to growers unable to harvest due to 10-12 days of heavy rain. Still 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** - Availability in this area continues to decline. Smaller fruit sizing is being reported. Some of the plantings are beginning to show their age with some fruit appearing slightly over ripe showing full red color and minor bruising. Shelf life is limited coming out of this area.
- **Salinas/Watsonville** - We are currently seeing peak production out of these two areas. There are as many as five varieties currently in production. Some of these varieties are performing well while others seem to have been more affected by the recent cooler weather and some disease pressure. Production looks to remain steady with no real spikes in the immediate future.

Blueberries

California Central Valley production ended last week. The Pacific Northwest area remains on schedule to begin in 1 to 2 weeks. Shippers have already begun to harvest light numbers coming out of southern Oregon. Georgia's production is light and quality

has been questionable due to higher temperatures combined with rain. North Carolina is still producing. Some light numbers of Mexican products are still crossing into the U.S. to various consolidation points in California. Home-grown New Jersey fruit is now being offered with steady numbers. Some shippers on the West Coast are reporting that short planting gaps will exist for them over the next week or two as they wait for the Oregon products to ramp up late this week and the next.



Bell Peppers

Good volume on all colors, steady price.

HH Bells - still good out of Canada with a 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

Baja Mexico harvest with low availability this week. Growers decided not to cut yet due to lack of favorable weather. Sun is needed and more heat is needed. Tomatillo supply is plentiful out of fields in Baja. Currently, limited supplies on all chili peppers from Mexico and USA. Serrano and Jalapeño chilies are extremely short.

Baja, Mexico: not in full swing on peppers. Some growers are looking to harvest next week.

Zacatecas/Chihuahua, Mexico: due to rain there are no chili peppers that usually help fill Baja gaps.

USA - has not begun yet. Small harvest from Northern California but nothing significant to make an impact on supply.



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: storage supply will take us through July. Will start shipping new crop in August. Veg-Fresh has all pack sizes available in paper or poly.

Red and Gold Potatoes

Conventional red and gold potatoes: we are shipping gold and red potatoes out of Bakersfield. Demand has been very good.

Organic red and gold - currently we have 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 - availability is tight, East Coast growers have stepped in to supply thus increasing price.

Brussels Sprouts - remain limited and what is available has insect damage.

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

Cilantro - available in the market; however, high-quality product is at a higher price as recent heat has impacted overall quality.

Leeks - good supply.

Kale - limited as high temperatures resulted in some crop loss.

Curly & Italian Parsley - steady supply on both.



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