



Retail Market Report

June 11, 2025

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.

Organic Roma Tomatoes

We should see supplies out of Mexico finishing up by the end of June. There is new production starting in Baja, but it will not be enough to make up for the lack of Mexico product. We should see lighter supplies in July. FOB cost is mostly in the \$13.95 - \$14.95 range. Expect higher costs as we move into July. Fair to good demand at the moment.

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.

Demand: Fair to good demand.

Organic

Supplies: light supplies out of all growing areas. Waiting for new production to start up. We could be looking at 2-3 weeks before availability starts to pick up.

Pricing: Cost is on the rise. Hearing quotes as high as \$20.00.

Demand: Fair to good demand.

Beefsteak Tomatoes

Conventional

Organic

Supplies: Good supplies out of Canada. US and Mexico supplies are light.

Supplies: Light supplies out of all growing areas.

Pricing: Pricing out of Canada is ranging anywhere from \$12.00 - \$14.00 delivered.

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

Demand: is picking up a bit.

Demand: is fair to good.

Heirloom Tomatoes

Conventional

Harvest out of Central Mexico is done for the season. Markets remain strong due to demand exceeds supply status.

Forecasting limited harvest for remainder of June. Limited harvest out of Canada. California crops forecasted to begin in July.

Organic

Harvest out of Central Mexico will be finishing up over the course of the next 7-10 days. New crops out of Baja remain delayed until late June due to cool/cloudy weather. Markets remain strong due to demand exceeds supply status. California crops forecasted to begin early July.

Melons

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



Grapefruit

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

Organic: Packing steady volume with good demand. Have fancy 40's and smaller. *Call for pricing.*



Oranges

Conventional: 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.

Organic: We have good volume on org valencia's peak on 88/113 then 72s.



Limes

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



Lemons

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

Organic: We are increasing harvest and have a run of size. Peak on 95/115 both grades. *Call for pricing.*

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.



Blackberries

Demand steady, supply decreasing. Heavy dependence on Mexico exposed US supply. Domestic ramp-up is slow; tight market expected through the season transition.



Raspberries

Demand exceeds supply. There is tight supply as the market transitions out of Mexico. Domestic availability still limited; US production began 2 weeks late. LA Terminal market pricing at \$25 mostly, reflecting strong demand and constrained supply.



Slicer Cucumbers

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

Organic slicer cucumbers have good volume and price, Mexico product.

English Cucumbers



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.

Still heavy volume out of Canada and costs remain stable. This should continue through June.

Good volume on organic English cucumbers from Mexico.



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.

Organic Green bells have steady volume out of California. Bakersfield area to start this week.

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

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



Persian Cucumbers

Volume is a little lighter coming out of Mexico. Still good production in Canada.

Costs are up a bit from previous weeks. Quality is good.



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

Mexico, Baja is expected to start in July. USA Coachella has started and Sylmar expected to start next month. Central Mexico season will finish up end of June/beginning of July - already seeing some quality issues.



Organic Hard Squash

Steady supplies continue on Organic squash out of Mexico and costs are flat.

Organic Apples

Storage supplies out of the Northwest continue on most organic apple varieties. Very high costs on organic honeycrisp apples out of New Zealand.

Organic Soft Squash

California has very nice product on zucchini and yellow is limited supply.

Organic Green Beans

Organic Green beans out of California have started.



Mango

Lots of volume now arriving on smaller sizes. Peak production coming in weeks 25-29 from Nayarit growing area.

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 growers are still pushing good volume for another month or so. We have good supplies on Costa Rican 7ct pineapples. The natural floration period is starting so there will be increased volumes through July 4th. Supplies will be tight as usual from late July to September.

Supplies are good on **Organic Mexican pineapples**. Quality and brix are good. Demand is still good. Costa Rican fruit is in under supplied out West.

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.



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 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: 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 begin 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 Sprout: remain limited, insect issues.

Organic brussels - out of Mexico. Starting to see some issues on quality as weather warms up in Mexico. Continue to see quality struggles during summer heat in all growing areas.

Green Cabbage & 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 up. Tracy is starting with higher prices. Pricing will be much higher.



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