



Retail Market Report

June 25, 2025

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!

Organic Roma Tomatoes

Mexico production is finished for the season. There is some product coming out of Baja. Expect light supplies for the month of July. FOB costs are currently \$15.95. Expect cost in the high teens to low \$20.00's entering July. Fair to good demand. Expect higher demand due to light supplies.

Tomatoes on the Vine

Conventional

Supplies: Good to heavy supplies continue out of Canada and the USA. Mexico production is in a transition period.

Pricing: aggressive prices are being given on load volume orders. The quoted market is mostly \$7.00.

Demand: Fair to good demand. We have yet to see increased demand due to the 4th of July holiday.

Organic

Supplies: extremely short. Expect this shortage to continue all of July.

Pricing: Cost is in the mid \$20's to a high of \$26.95.

Demand: exceeds availability. We will cover orders the best we can. Expect prorates on all orders.

Beefsteak Tomatoes

Conventional

Organic

Supplies: Fair to good supplies out of Canada. There is still USA product available. Mexico is about a month away on new production.

Pricing: Pricing out of Canada is ranging anywhere from \$13.00 - \$14.00 delivered.

Demand: is fair to good.

Supplies: still not much availability out of Mexico. We should see new crop production starting up in 2 weeks.

Pricing: FOB cost is \$15.95 - \$16.95.

Demand: 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 is finishing up this week. New crops out of Baja will begin limited harvest week of 6/30. 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: Harvesting excellent volume all of July. Promo pricing available for bag ads.

Organic: Packing steady volume with good demand. Peaking on 40's and smaller. Call for pricing.



Oranges

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

Organic: Strong demand and slowing harvest to keep supply steady through the season. Call for pricing.



Limes

Conventional: 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.



Lemons

Conventional: strong demand but packing good volume. Suggest pre-booking.

Organic: Demand is very strong. Call for availability and pricing.

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.



Blackberries

West Coast California production should begin to increase heading into July as the temperature increases. Availability is decreasing in Mexico due to the rainy season which is producing some quality issues. Georgia will see some production increases over the next few weeks.



Raspberries

Crossings are steady, coming in from Mexico. Significant West Coast California production is expected to improve moving into July.



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 out of Mexico.



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

English Cucumbers

Heavy volume out of Canada and costs are low on conventional English cucumbers.

Good volume on organic English cucumbers from Mexico and Canada. Excellent time to promote.

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.



Bell Peppers

Good volume on all colors, steady price.

Organic Green bells have steady volume out of California.

HH Bells - still good supply out of Canada, need a four-day lead time.

Organic HH Color Bells

are limited, price is on the rise.



Persian Cucumbers

More volume out of Baja for the next two weeks and costs are aggressive. Still good production in Canada. Great item to promote!



Eggplant

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

Organic eggplant is tight out of Mexico.

Organic Apples

Storage supplies out of the Northwest continue on most organic apple varieties. Better quality on import apples but costs are higher. Very high costs on organic honeycrisp apples out of New Zealand.

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

Good supplies on Organic hard squash out of Mexico. Costs are steady.

Organic Soft Squash

Good volume out of California and Baja.



Mango

Lots of volume on the Kent variety coming in from Nayarit, Mexico. Peak sizes are mostly 9's and 10's. Michoacan will go for another 2-3 weeks or so and then we switch into the Keitt varieties. Plenty of Ataulfos through week 30.

Organic: Mexican organic mango supply and quality is very good right now. Shipping Kents with greener color but good color internally. Demand and pricing remains steady this week. Some Organic Ataulfos available as well.



Pineapple

Less volume crossing from Mexico as the Mexican market is improving and volumes are coming down. The natural floration period in Costa Rica is starting so there will be increased volumes through July 4th. Supplies will be tight from late July all the way through September.

Organic: Supplies on larger fruit is getting very limited due to drought conditions in Mexican growing areas. There will be mostly smaller sizes available until the end of next month. Demand is good, prices slightly higher. Costa Rican fruit is in decent supply but will become very short next month.

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.



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 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 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.

Asparagus

Peru: mostly staying on the East Coast, boat arrivals every Friday and Tuesday, also flying when needed.

Mexico: production going from Southern Baja and Central Mexico. Supplies increasing daily.

Canada: supply is finishing up.

Michigan: supply is finishing up.

Washington: supply is finishing up.

Supplies coming from Mexico on the West Coast - new crop, product will travel if needed.

Wet Vegetables

Broccoli Crowns: availability is tight. East Coast growers have stepped into supply thus increasing price.

Brussels Sprout: remain limited and what is available has insect damage.

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

Leeks: good supply.

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.

Kale: limited as high temperatures resulted in some crop loss

Curly & Italian Parsley: steady supply on both.

Green Cabbage & Red Cabbage:

higher prices on both, steady supply in Salinas and Santa Maria.



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