



# Food Service Market Report

July 23, 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

California onion season is going strong with a few more areas coming on now. Quality is excellent. PNW onion season is close to starting up. Demand is good. Prices are climbing on California white onions, but staying steady on yellows and reds. Mexico white onions are very limited from Baja. Big sizes are available on Yellows and red onions everywhere.



## Green Leaf

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



## Romaine

Product has quality issues, light fringe burn due to warmer weather. Market is back to normal with pricing falling.



## Cabbage

Green, Red & Napa cabbage are in good supply. Quality on all is looking very nice.



## Iceberg

Demand has fallen and pricing seems to be normalizing. Product availability is looking better. Expect pricing to change on a week to week basis until the end of the season.

## Round, Roma and Vine-Ripe Tomatoes

**Tennessee** - Tennessee is finally returning to production after significant rainfall the past 2 weeks. Markets are in the mid to high teens on light demand.

**California** - All California tomato producers are in production now. Perfect weather, quality is great. Markets are in the mid-teens for the best quality.

**Mexico** - Both McAllen Texas and San Diego are crossing great quality vine ripe and Roma tomatoes into the U.S. Markets are in the mid-teens for best quality

**Outlook** - Peak season availability, quality and pricing is lined up from now through the end of August for heavy promotion and ad rotation on all tomatoes.

## Snacking Tomatoes

Both Organic and Conventional grape tomatoes are very plentiful right now. Medley tomatoes have a steady volume. Cherry tomatoes are in good supply as well.



### Grapefruit

Started fresh crop Ruby's. Packing fancy and choice cartons along with bags.



### Oranges

We start harvest in the next few weeks.



### Lemons

We are getting towards the end of our domestic crop. Call for availability.

## Limes

Seeing some quality issues from rain on old crop. Lighter color fruit, thinner skin, some spotting with limited shelf life. New fields crop will start in 2 weeks. Peak size with smaller sizing 250/230s. Still expecting good volume through July. Large fruit pricing 110s/150s/175s fallen mid 20's, smaller fruit 250s/230s/200s low \$20s.

## Strawberries

- **Santa Maria** - There are growing numbers of first-pick new crop fruit being offered. These first few passes in the fields have yielded fruit showing some checkerboarding, white shoulders and some misshapen berries. Quality and volume are both expected to improve weekly in this area.
- **Salinas/Watsonville** - Demand has been low as we move into early August. Most shippers are staying on top of their numbers. Volume deals are still being offered by some shippers to maintain rotation protocol. Quality is still holding up for most growers with, only the occasional mildew and full red overripe fruit being reported in some lots.

## Blueberries

The Pacific Northwest is now peaking. Home-grown New Jersey fruit is also available in steady numbers. The Michigan product is beginning to pick up in numbers as well.

We will see availability increase over the next several weeks as they push past the early July rain and heat events.



### ***Bell Peppers***

For the next 2-3 weeks, we will see extremely high prices, due to the East Coast and Midwest pulling.

HH Bells - seeing improvement out of Mexico. Price should start coming down.



### ***Slicer Cucumbers***

Baja production is in full swing with good volume and steady supplies. Nogales season continues with light volume out of Magdalena, MX.



### ***Eggplant***

Supplies remain steady on both 18ct and 24ct eggplant. Main production is coming out of Selma, with light volume still crossing from Mexico. Market trending up.

## **Mexico Hot Peppers**

Baja Mexico chili pepper harvest is beginning to flow. Greater supply expected to end this month (July). Tomatillo supply is limited, fields in Baja experiencing heat damage.

Growing regions:

- **Baja, Mexico**
- **USA:** Santa Maria, CA / Fresno, CA.
- **Zacatecas/Chihuahua Mexico:**



### ***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, and Stockton, CA. Good supplies available!

## Russet Potatoes

**Conventional** russet potatoes: New harvest of russet potato crops will start in August. We will have fresh pack russet potatoes mid-August.

**Organic** russet potatoes: Organic russet potatoes are starting harvest early August, we expect to have these ready to ship August 8th, 9th. Veg Fresh has all pack sizes available in paper or poly.

## Red and Gold Potatoes

**Conventional red and gold potatoes:** Bakersfield is starting to wind down, Stockton is starting along with Washington, Minnesota and additional areas. Demand has been very good.

**Organic red and gold** - Washington has started, quality and demand are very good. Veg Fresh packs in both paper and poly! Multiple pack sizes available.

## 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

**White, yellow & bi-color corn:** Higher pricing to start the week with supplies staying limited on all corn.

**Broccoli Crowns** - Prices are starting to come down as product is becoming more available.

**Brussels Sprouts** - Quality has improved, however price remains high.

**Green & Red Cabbage:** - Due to recent insect damage in Salinas and Santa Maria growing regions, Green Cabbage has been firm compared to Red Cabbage. Quality and Conditions should improve in the coming weeks.

**Cilantro** - Shippers in Salinas and Santa Maria are gapping 1 week due to heat conditions that affected crops, therefore limiting supplies and increasing pricing.

**Leeks** - steady supply.

**Kale** - steady supply.

**Curly & Italian Parsley** - Italian Parsley is slightly limited, steady supply on Curly.



## Veg-Fresh Farms

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