



Food Service Market Report

July 2, 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

Stockton growing area is starting up. Quality is good among all the growers. Good quality white onions are harder to find right now. Demand is very good. Only a few CA growers with any white volume. Mexico white onions still crossing in smaller numbers but quality is only fair. Yellow onion market moved up slightly this week. 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 is up.



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 continues to be short on product. Growers have reached forward into this weeks' crops due to demand for the 4th of July holiday. Demand should fall after the weekend and the hope is the fields will catch up. Expect pricing

to remain high until fields can catch up.

Round, Roma and Vine-Ripe Tomatoes

Southeastern supplies - Tennessee is about one week away from consistent tomato harvest volume. Mostly grape tomatoes are being impacted but should return to normal sometime next week.

Baja California - Cool weather continues to delay full production in Baja. This should improve over the next few weeks.

California - California tomato growers are in full swing of summer production and will be for the next 3 months. Great time to promote roma and vine-ripe tomatoes.

Snacking Tomatoes

Grape tomatoes both organic and conventional are very short in supply right now.

Medley tomatoes both organic and conventional are short as well.

Cherry tomatoes have also tightened up.



Grapefruit

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



Oranges

We are gapping until about mid-July on valencia oranges.



Lemons

Strong summer demand. Peak fancy 165/200 and run of size choice. Great for bags.

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

Tight on red bells. Price has shot up. Green bells are also on the rise.

HH Bells - need 4-5 day lead to bring in. Price is very high. Canada product.



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



Organic Creamer Potatoes

Call your Veg-Fresh sales representative for



White Potatoes

White potatoes are available out of Bakersfield,

your sales representative
for pricing and information.

availability.

CA. Quality is nice.

Russet Potatoes

Conventional russet potatoes: 40/50/60/70 count russet potatoes have strengthened, supplies will need to get us to August when new crop starts. Supply on the smaller count sizes are 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

White, yellow & bi-color corn: good quality out of California. Steady on price.

Broccoli Crowns - higher prices with limited availability.

Brussels Sprouts - limited as we are seeing insect damage, the few crops undamaged are priced high.

Green & Red Cabbage - 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 - good supply.

Curly & Italian Parsley - good supply on both.



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](#)

