



Retail Market Report

July 23, 2025

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.

Organic Roma Tomatoes

Light to fair supplies out of Mexico, Texas, and Baja. We are going to see very limited supplies in August. Cost is currently holding in the high teens to low \$20's. Expect cost to rise as availability varies. Demand is picking up due to less availability.

Tomatoes on the Vine

Conventional

Supplies: Fair to Good supplies out of Canada. US production still available. Seeing some quality issues with US production. Mexico has limited production. We should see their production pick up in August.

Pricing: Canadian product pricing is in the \$6.00 - \$7.00 range, with some quotes as high as \$9.00.

Demand: Fair to good demand.

Organic

Supplies: Fair to good supplies out of Mexico. Canada still has production available for a few more weeks.

Pricing: FOB cost has dropped. Hearing FOB quotes mostly in the \$16.95 - \$18.95 range.

Demand: Fair demand at this time.

Beefsteak Tomatoes

Conventional

Supplies: Light supplies out of Canada. Mexico is a couple weeks away with new production.

Pricing: Prices have taken off in Canada. Hearing quotes anywhere from \$16.00 - \$18.00.

Demand: Demand is strong in the Northeast and Canada. Light demand out west.

Organic

Supplies: Light supplies out of Mexico. We are expecting supplies to pick up in a couple of weeks.

Pricing: Cost is still in the high teens to low \$20's.

Demand: Fair to good demand.

Heirloom Tomatoes

Conventional

California new crops are beginning this week. Harvest remains limited, however, it will improve as we go into August. Markets are steady.

Organic

California new crops will continue to improve against harvest going into next week. Volume is forecasted to improve going into August. Crops out of Baja remain limited. Markets are steady.

Melons

Good quality and availability on organic melons out of Brentwood, California.



Grapefruit

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

Organic: Packing steady volume with good demand. Have fancy 23's through 36's.



Oranges

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

Organic: Very limited. Call for pricing.



Limes

Conventional: 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.



Lemons

Conventional: strong summer demand. Heavier to choice grade.

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

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.



Blackberries

West Coast California production is light going into late July. Availability is decreasing coming out of Mexico. We are in a demand exceeds supply situation across the industry.



Raspberries

Crossings are steady, coming in from Central Mexico and Baja. More significant West Coast California production is expected to pick up moving into late July.



Slicer Cucumbers

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

Organic Slicers still have steady volume, some growers are gapping until August. We should be seeing the price go up.



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.

English Cucumbers

Volume and costs are steady, most production coming out of Canada and

US. Lots of volume in the smaller sizes.



Bell Peppers

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

Organic Green bells -

Small gap right now. We should see a limited amount of 25Ib XL, Large and Choice out of Hollister next week.

HH Bells - Seeing improvement out of Mexico. Price should be coming down.

Organic HH Color

Bells - Still very tight, pricing is trending upwards, high \$50s for 11lb.



Persian Cucumbers

Lighter volume on conventional and organic persian cucumbers. Costs are up a bit this week.



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.

Organic Apples

Good costs on the storage supplies coming out of the Northwest. Better quality on import apples, but costs are higher.

Organic Mini Sweet Peppers

Mexico, Baja has started with limited volume and high percentage of green mini sweet peppers.

Organic Hard Squash

Good production in California on organic hard squash. Central California will start production in about 2 weeks and more varieties will be available.

Organic Soft Squash

Good volume coming out of California.



Mango



Pineapple

Lots of volume deals on Kent Mangos right now, Keitts starting soon. Peak sizes are 7-10ct. Sizes will start to move up towards bigger sizes. Peaking on 6's-9's. Pricing will move up in August as crop nears end.

Organic: Mexican organic mango supply is good. All Kent variety. Keitt varieties will start in a few weeks and go for another month or so. Lots of large sized fruit available.

Jicama

Good supply

Less volume is crossing from Mexico as the Mexican season is winding down. Costa Rican fruit is very short and will continue to be short for another 2 plus months. Prices moving up and will continue to be short for another 2 months. The late 2025/2026 season volume will be way down due to heaving rains last winter.

Organic: Our main Mexican grower is done for the season and won't start back up until November. Pineapple will be extremely short for the next 2-3 months. Very limited organic pineapple from Costa Rica.

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
- Zacatecas/Chihuahua Mexico



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 potato - 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.

Asparagus

Peru: Mexico cost is increasing, look for additional product moving west.

San Vicente/Colonet (Northern Baja): Good quality from this region.

Central Mexico: Production down over year. Occasional stain issues on spears due to excessive water.

Market: Price increasing for the remainder of July and into August.

Constitucion (Southern Baja): Steady volume.

Wet Vegetables

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

Leeks: steady supply.

Kale: steady supply

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

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

Brussels Sprout: Quality has improved, however price remains high.

Organic Brussels: Starting to see more issues on quality as weather warms up in Mexico. We continue to see quality struggles during summer heat in all areas that grow.

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.



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