



# Retail Market Report

July 2, 2025

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## 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.

## Organic Roma Tomatoes

Mexico production is finished for the season. Expect light supplies out of Baja for 10-14 days. FOB cost is in the mid \$20's. We could see costs in the high \$20's next week. Demand exceeds availability.

## 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 mostly in the \$24.95 to \$26.95 FOB range.

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. USA production will be finished in a week or so.

Pricing: Pricing out of Canada is ranging anywhere from \$14.00 - \$26.00 delivered.

Demand: is fair to good.

Supplies: still not much availability out of Mexico. We should see new crop starting up in 1 week.

Pricing: FOB cost is \$22.95 - \$24.95. Expect costs to drop a bit once availability picks up.

Demand: fair to good.

## Heirloom Tomatoes

### Conventional

Harvest remains very limited. Markets remain strong due to demand exceeds supply status. Harvest out of Canada is limited as well. California crops forecasted to begin 3rd week of July. Until then, supply will remain limited.

### Organic

New crops out of Baja remain limited against new crops. Markets remain strong due to demand exceeds supply status. California crops are forecasted to begin 3rd week of July. Until then, supply will remain limited.

## Melons

Started melons in Brentwood, CA. Good quality and availability.



### 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 gapping until about mid-July on valencia oranges.

**Organic:** Very limited. 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 summer demand. Peak fancy 165/200 and run of size choice. Great for bags.

**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 supply out of Mexico.

## ***English Cucumbers***



## **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

Heavy volume continues out of Canada  
and costs are low on conventional  
English cucumbers. Lots of smaller sizes.  
Excellent time to promote.

Northwest onion deal will start up in late  
July or early August.

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



### ***Bell Peppers***

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

#### **Organic Green bells**

pepper prices are still high  
out of California. Steady  
volume.

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

#### **Organic HH Color Bells**

have no volume out of  
Canada. Gapping for a  
couple of weeks.



### ***Persian Cucumbers***

Volume has slowed a bit  
and costs are up slightly.  
Good quality on both  
conventional and organic  
mini cucumbers.



### ***Eggplant***

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

**Organic eggplant** is  
currently gapping.

## ***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 -

### ***Organic Hard Squash***

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

### ***Organic Soft Squash***

Price is on the rise, volume  
is steady.

already seeing some quality issues.



### **Mango**

Rains in the growing areas could become an issue. All kent variety coming from Nayarit growing area. Peak sizes are mostly 9's and 10's. Michoacan will go for another 2 weeks or so and then we switch into the Keitt varieties.

**Organic:** Mexican organic mango supply and quality is very good right now. Shipping Kents with good blush and good internal color. Demand is decent and pricing remains steady this week.



### **Pineapple**

Less volume crossing from Mexico as the Mexican season is winding down. Supplies will be tight from late July all the way through September. Prices will be way higher. Demand and market is higher on Costa Rican fruit now.

**Organic:** Supplies on larger pineapple is getting very limited due to drought conditions in Mexican growing areas. Mostly 8ct available now. There will be mostly smaller sizes available until the end of next month. Demand is very good. Costa Rican fruit is short in the market.

## **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 - 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 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:** winter in the Southern Hemisphere, therefore production will be minimal mostly staying on the East Coast. If quality concerns continue from Mexico, shippers may decide to bring product West. If this happens, expect Peru to take pricing higher.

**Central Mexico:** fungus and stain issues in the asparagus are due to heavy rain and lack of sunshine. More rain in the forecast, expect lower yields and rough quality out of Central Mexico for the foreseeable future.

**Constitucion (Southern Baja):** very hot with minimal signs of cooling in the next few days. Highs are at or above 100 degrees for the next 7 days. Will see a high percent of seeding in tips due to hot weather.

**San Vicente/Colonet (Northern Baja):** getting started, should see better quality from this area.

**Michigan/Canada:** end of season with record heat wave last week. Customers moving from this area to fill orders.

Market: slight increases in demand due to July 4th holiday. Expect market to be high teens to low 20's this week. As we move through July, expect market to increase to the mid to high 20's.

## Wet Vegetables

**Broccoli Crowns:** higher prices with limited availability.

**Brussels Sprout:** limited as we are seeing insect damage, the few crops undamaged are priced high.

**Green Cabbage & 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.

**White, yellow and Bi-color corn:** good quality out of California, steady on price.



### Veg-Fresh Farms

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