



Food Service Market Report

August 27, 2025



Avocado

As California avocados continue to trend down in volume, Mexican fruit continues to fill in the gap. Quality on both regions of fruit is excellent and should stay that way through the end of summer. Pricing has trended downward and is now flat, for all intents and purposes.



Onions

More California growers are finishing up next week. The onion market is slightly moving up as the higher freight from the Pacific Northwest becomes a factor. Quality is good on all onions right now. Few reds onions left in California. Good supplies on medium yellow onions though. California and Nevada White onions remain steady in price with very good quality.



Green Leaf

Supplies are steady and demand is good. Quality is fair to good.

Sizing and weights continue to improve. Current markets are strong and holding steady.



Romaine

Product has quality issues, light fringe burn due to warmer weather. Market continues to be elevated.



Cabbage

Green, Red & Napa cabbage are in good supply. Quality on green and red is excellent. Napa is having light bug pressure and is a bit lighter in color.



Iceberg

Lettuce supplies continue to be under budget and pricing remains high. Quality is average and weights are light. Expect the market to remain active.

Round, Roma and Vine-Ripe Tomatoes

Eastern USA Supplies

Tennessee, Michigan and Alabama are all beginning to enter a better supply picture this week. Round tomatoes are in the high teens to low \$20s. Best quality roma tomatoes in the high teens.

California

Many shippers have transitioned over to the Gilroy Hollister growing region and the tomatoes are excellent. Prices are in the high teens for the best quality.

Snacking Tomatoes

Grape tomatoes both organic and conventional are loosening up on supply. Cherry tomatoes are plentiful as well. Medley tomatoes are in good supply.



Grapefruit

Very limited call for update.



Oranges

Very strong demand on valencia oranges. Industry wide there are some quality defects (scarring etc). If you need valencia's please adjust your QC tolerance for more allowance.



Lemons

Fruit peaking on 165/200/140s. However, size will increase in the next few weeks.

Limes

Quality is still a concern. Seeing lighter color fruit, thinner skin, spotting with limited shelf life. New fields crop started, peak size will be smaller sizing 250/230s. Also, has quality issues. Larger fruit 110s/150s/175s will still be old crop.

Strawberries

Santa Maria - New crop harvest is moving ahead nicely and yields will start to improve with the warmer weather. Demand is strengthening for strawberries due to schools returning from the summer break.

Salinas/Watsonville - We will continue to see a heavy decline in numbers moving into the end of this month. Warmer temperatures may contribute to an increase in quality issues on the older plantings. Bed preparation for the next season has begun on many ranches. This preparation will pull some labor out of fresh pack harvesting crews and may contribute to lower production in the near future.

Blueberries

We have the Pacific Northwest, Michigan and Oregon areas still producing, giving buyers a wide variety of options for loading.



Bell Peppers

Good price and supply on green bells. Red and yellow still tight with high prices.

HH Bells - good volume and price is starting to drop.



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 is in full production. USA peppers are also in full production.

Tomatillo - quality has experienced low yields this week due to poor weather conditions in Baja and Zacatecas MX.

Growing regions

- Baja, Mexico: good supply
- USA: Santa Maria, CA / Fresno, CA. - good supply
- Zacatecas/Chihuahua Mexico: limited supply

Active peppers this week/short supply

- Tomatillo husk
- Tomatillo peeled
 - UPDATE - extreme heat conditions out in the tomatillo fields in Baja, MX are experiencing low yields from heat damage. We anticipate this to continue for the next 10-15 days.

Promotable pepper: Jalapeño



Chipper Potatoes

Veg-Fresh is shipping chipper potatoes daily! Call your sales representative for pricing and information.



Organic Creamer Potatoes

Red, gold and purple creamer potatoes are available.



White Potatoes

White potatoes have good supplies available with cooler weather ahead these are perfect for soups and stews.

Russet Potatoes

Conventional russet potatoes: Fresh pack russet potatoes have started! Expect to see a split market as there will still be some storage crop available.

Organic russet potatoes: quality on organic russet potatoes is excellent, supply is good. More areas are starting to ship organic russets, we should see some pricing relief in September. Veg-Fresh has all pack sizes available in paper or poly.

Red and Gold Potatoes

Conventional red and gold potatoes: all areas are shipping red and gold potatoes. We are seeing very nice quality and demand has been good.

Organic red and gold - Potatoes are coming out of most growing regions in the Pacific Northwest, 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 new crop has started in a light way. We will not see pricing relief until mid-September.

Fingerling Potatoes

Conventional russian banana fingerlings and tri color mixed fingerlings are available.

Organic fingerlings: Russian Banana, French, and Purple fingerlings available out of Washington.

Wet Vegetables

White, yellow & bi-color corn: available on all color, expecting it to firm up for Labor Day weekend.

Broccoli Crowns - Price has firmed up a bit, plenty of broccoli available.

Brussels Sprouts - Quality has cleaned up as CA growers have availability.

Green & Red Cabbage: green cabbage is limited as we are seeing insect damage and diamondback moth issues. Red is mostly steady.

Cilantro - starting to see more availability, price has come off.

Leeks - steady supply.

Kale - steady supply.

Curly & Italian Parsley - Supply is plentiful.



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](#)

