



# Food Service Market Report

August 6, 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

The Pacific Northwest onion season is now going and is earlier than normal, plus the California season is going strong from all areas. Lots of large sized onions available on both yellows and reds. Quality is very good. Demand is just fair and prices are still low. Deals on colossal reds and jumbo yellows are available. California white onions are higher in price and in less hands.



## 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 elevated.



## Cabbage

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



## Iceberg

Pricing is back up and product has become tight again. Quality is good but weights are lower than previous weeks. Expect pricing to yoyo up and down until the end of the season.

## Round, Roma and Vine-Ripe Tomatoes

The effects of the continued rain in the Southeast have drastically impacted the availability of fresh tomato supplies from these areas. There has also been a noticeable impact on quality. This situation has caused receivers from across the country to focus demand pressure on tomato supplies from California. Markets in the East are in the high teens for few supplies. Markets in California are trending in the mid-teens.

## Snacking Tomatoes

The grape tomato market on both organic and conventional product has tightened up in Mexico as well as the East coasts. Markets will continue to be elevated through August. Medley tomatoes and Cherry tomatoes are steady.



### Grapefruit

Very limited. Call for pricing and availability.



### Oranges

Veg Fresh is packing fruit. 113/118 limited. We have 88's and larger both grades.



### Lemons

Domestic crop is finished. We have fruit from Mexico, fancy and choice 140's and smaller. Fruit will size up.

## Limes

Lighter color fruit, thinner skin, and spotting with limited shelf life. New fields crop started, peak size will be smaller sizing 250 /230s. Larger fruit 110s/150s/175s will still be old crop with quality issues. 230s Will be new crop. Pricing is rising.

## Strawberries

- **Santa Maria** - New crop harvest is underway. Numbers are initially light but are expected to improve over the next several weeks. The initial quality is good, with expectations for even better quality to follow.
- **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. Growers are expected to lose some percentage of harvest yields through the end of this week due to softer, full-color fruit.
- **Markets** - We will begin to see a two-tiered market develop with stronger demand focusing on the new crop fruit out of Santa Maria. Availability is expected to tighten up as the retail and foodservice sectors begin to strengthen demand. We will see new crop fruit from Santa Maria ranging from 14 to 18, and Salinas/Watsonville 12 to 14 mostly with some being higher.

## Blueberries

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



### ***Bell Peppers***

Good volume on green with prices starting to fall. Red is limited with high prices.

HH Bells - Steady volume out of California and Mexico with sizing starting to see smaller 26-28 count.



### ***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. Chihuahua, Mexico and US peppers are also harvesting, increasing over volume and creating a plentiful supply from all 3 growing regions.

Tomatillo - Improved quality from Chihuahua and the US.

Growing regions:

- **Baja, Mexico** - Steady supply.
- **USA:** Santa Maria, CA / Fresno, CA. - Volume will increase through August.
- **Zacatecas/Chihuahua Mexico** - Steady supply.



### ***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: Fresh pack russet potatoes will be starting mid-august. There will be a split market as there will still be some storage crop available.

**Organic** russet potatoes: Organic russet potatoes have started! The quality is excellent, Veg Fresh has all pack sizes available in paper or poly.

### Red and Gold Potatoes

**Conventional red and gold potatoes:** Potatoes are coming out of Stockton, Ca. Washington has started with limited volume, potatoes out of Minnesota and Michigan are available as well. 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: Russian Banana, French, and Purple fingerlings available out of Washington.

### Wet Vegetables

**White, yellow & bi-color corn:** Prices have come down a bit. Starting to see more supply.

**Cilantro** - Heat has affected crops, limiting supplies. Price has increased significantly.

**Broccoli Crowns** - Supply is plentiful.

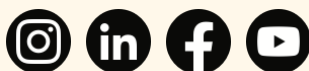
**Leeks** - steady supply.

**Brussels Sprouts** - Pricing is starting to come down as California is coming into better supply.

**Kale** - steady supply.

**Green & Red Cabbage:** - Quality is slowly improving; there is less insect/worm damage. Steady supply and price has come down slightly.

**Curly & Italian Parsley** - Supply is plentiful.



**Veg-Fresh Farms**

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