



Retail Market Report

August 27, 2025

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.

Organic Roma Tomatoes

Fair to good supplies out of Mexico and Baja. We have excellent quality and good availability. We are seeing fluctuations in cost based on quality. FOB cost of \$18.95 - \$20.95 on good quality product. Fair to good demand.

Tomatoes on the Vine

Conventional

Supplies: Good supplies starting up out of Mexico. Canada and USA supplies fair too good.

Pricing: Cost is coming down with less demand due to higher retail prices. Most quotes are in the \$10 - \$12 range.

Demand: Weaker demand overall. Higher costs have raised retail prices for the time being. Light supplies for the last 2-3 weeks, delayed any new ads for now.

Organic

Supplies: Better supplies are starting up out of Mexico. We will see good availability moving forward.

Pricing: is currently in the \$18.95 - \$20.95 range.

Demand: Fair to good demand. We can offer ads for the month of September.

Beefsteak Tomatoes

Conventional

Organic

Supplies: Mexican production has started up. We will see good supplies for the next couple of months.

Pricing: Cost has settled in the \$13 - \$15 range. Deals on load volume is available.

Demand: has dropped and now is a good time to set up ads.

Supplies: Like everything else, Mexican production has started up. Good supplies for the foreseeable future.

Pricing: Cost is holding in the high teens.

Demand: Fair to good demand. Ad volume will be available for September.

Heirloom Tomatoes

Conventional

California crops are in a temporary crop transition. New crops will begin next week September 2nd. Markets are up slightly.

Organic

Harvest is steady against all regions. Markets remain steady as well.

Melons

Great quality and volume out of Bentwood, CA on all organic and conventional melons.



Grapefruit

Conventional: Very limited call for update.

Organic: Very limited call for availability.



Oranges

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

Organic: Very limited. Call for pricing.



Limes

Conventional: 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.



Lemons

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

Organic: Crossing very slow out of Mexico but supply will increase. Call for update.

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.



Blackberries

We are still in a demand exceeds supply situation on blackberries with some shippers while others have decent amounts of product. Oregon has begun to produce, which will help with supplies. Mexico's volume is expected to increase for some shippers as we move into the middle of August.



Raspberries

Supplies have been sporadic on raspberries coming out of Mexico and the West Coast.

We are seeing a slight strengthening in the market.



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 are gapping, very tight supply for another two weeks.

English Cucumbers

Costs are up a bit on Canadian product. Very light production out of Mexico. More volume and lower costs on the smaller cucumbers.



Onions

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



Organic Mini Sweet Peppers

Currently out of Mexico, Baja. Out of California we are also seeing good sizing, color, quality and volume.



Persian Cucumbers

Production has slowed in Central Mexico due to the rain. Still decent volume out of Baja. Costs continue to move upward.



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.

Bell Peppers

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

Organic Green bells - Price is dropping, supply is up.

HH Bells - Good volume, price is starting to drop.

Organic HH Color Bells - still tight and high price.

Organic Apples

Domestic Gala and Honeycrisp apples have started and the quality is excellent. More varieties to start over the next several weeks out of the Northwest. Good fruit still coming from New Zealand and South America.

Organic Hard Squash

California is now going on most organic hard squash varieties with excellent quality. Organic honeynut coming in about 1-2 weeks. Black Futsu squash coming this weekend.

Organic Soft Squash

Tight supply for another two weeks with higher prices.



Mango

Mango prices out of Mexico are moving way up and the smaller sizes are peaking on bigger sizes. Season will end in early September. Brazilian mango season starts up on imports in September but most of the volume goes out to the East. Pricing will go way higher.

Organic: Mexican organic mangos are getting shorter in Mexico as the season winds down in the next few weeks. Sizes are peaking on very big fruit, very few smaller sizes. Very good eating quality. Organic California Keitt mango season has started in a small way. Limited sizes. Prices are in the high teens and low 20's.

Jicama

Good supply from Nayarit, Mexico.

Pineapple

Extremely short this week again out of Costa Rica. Only some Mexican fruit is crossing but is very expensive. Costa Rican fruit remains very short and will continue to be short for another 2-3 months. Prices jumped up way again this week as volumes are very short this week at all ports. The later 2025/early 2026 season volumes will be way down due to heaving rains during planting last winter.

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

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



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 potato: 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 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.

Asparagus

Peru: Winter in the southern hemisphere, so FOB prices are up. Expect to see more Peru coming to the west coast as Mexico struggles with supply.

Central Mexico: Limited supplies, winding down production.

San Vicente/Colonet (Northern Baja): Good quality expected - limited supplies.

Constitucion (Southern Baja): Most production going to contract commitment, limited to no volume going to open market.

Wet Vegetables

White, yellow and Bi-color corn: available on all color, expecting to firm up for Labor Day weekend.

Broccoli Crowns: price has firmed up a bit, plenty of broccoli available.

Brussels Sprout: quality has cleaned up as CA growers have availability.

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

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.



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