



# Retail Market Report

August 6, 2025

## 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.

## Organic Roma Tomatoes

Fair to good supplies out of Mexico and Baja. FOB cost is still mostly in the high teens. Demand has dropped off a bit.



## Tomatoes on the Vine

### Conventional

**Supplies:** Supplies out of Canada is limited. New production out of Mexico is slow to start up. We should see supplies picking up out of Mexico in 7-10 days.

**Pricing:** Cost has jumped up considerably due to strong demand in the northeast and ad coverage. FOB cost out of Mexico is \$12.00-\$14.00. Canadian quotes as high as \$18.00 delivered.

**Demand:** Strong demand due to limited supplies.

### Organic

**Supplies:** Extremely light supplies out of all growing areas. New Mexican product has not started up yet. We are looking at supply shortages for another 2 weeks.

**Pricing:** No quotes at this time due to lack of product.

**Demand:** Demand exceeds availability.

## Beefsteak Tomatoes

### Conventional

Supplies: Light to fair supplies out of Canada and Mexico. Mexican production has started and should start increasing soon.

Pricing: Pricing is all over the board. FOB quotes from \$14.00 - \$20.00.

Demand: Very good demand back east. High temperatures have affected production, thus increasing demand.

### Organic

Supplies: Fair to good supplies out of Mexico.

Pricing: FOB cost is mostly in the \$18.95 to \$20.95 range.

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

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



### Grapefruit

**Conventional:** Very limited. Call for pricing and availability.

**Organic:** Wrapping up harvest. Will start D3 in late September. Call for availability.



### Oranges

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

**Organic:** Very limited. Call for pricing.



### Limes

**Conventional:** 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.



### Lemons

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

**Organic:** Domestic crop is also finished. Mexico fruit is being harvested this week.

## 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.



### Blackberries

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

Light supplies are being offered at \$26.00 to \$28.00 on the 12/6 oz pack styles.



### Raspberries

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

We are seeing a general uptick in demand for raspberries in the \$20.50 to \$28.50 range. Some shippers are expecting this market to get more active due to schools returning to classes across the nation over the next few weeks.



### Slicer Cucumbers

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



### 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.

Organic Slicers have limited volume for a few more weeks. Pricing is rising.

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.

### ***English Cucumbers***

Much more volume on the small sizes and better costs. Medium English cucumbers are tight and much more expensive than the smaller cucumbers.



### ***Bell Peppers***

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

**Organic Green bells** - Supply still tight in California. Price will remain high for some time with high demand.

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

**Organic HH Color Bells** - Seeing steady volume out of Mexico and Canada. Price is still very high.



### ***Persian Cucumbers***

Heavy volume out of Mexico and the quality is excellent.



### ***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**

Domestic Gala Apples are starting with limited volume. Good fruit is still coming out of New Zealand and South America. Organic Honeycrisp apples are extremely tight and expensive out of New Zealand.

### ***Organic Mini Sweet Peppers***

### **Organic Hard Squash**

California is now going on most organic hard squash varieties. All varieties

### **Organic Soft Squash**

Yellow squash is having some quality issues coming out of California. Good

Mexico, Baja has started with limited volume and high percentage of green mini sweet peppers. Silma, California has good sizing, color, quality, and volume.

should be going withing two weeks. Organic butternut squash is still coming out of Mexico.

volume on green with better price.



### Mango

Lots of volume deals on Kents and Keitts right now. Very good eating quality with good internal color. Most growers are moving to Keitt variety this week. Prices are steady, but will move up this next month as the Mexico volume drops off in August and Brazilian season starts up on imports. Peak sizes will be 6/7s. Some 4s and 5s and fewer 8/9/10s.

**Organic:** Mexican organic mangos remain steady. All Keitt varieties now. Very good eating quality. Prices are moving up slightly, but will spike in late August. California Keitt season will start up in September to November. Pricing will be a lot higher in the high teens.

### Jicama

Good supply from Nayarit, Mexico.



### Pineapple

Very low volumes crossing from Mexico as the Mexican season is winding down. Costa Rican fruit remains very short and will continue to be short for another 2 plus months. Prices are higher this week and will continue to climb for the next 2 months. The late 2025/2026 season volumes will be way down due to heaving rains last winter.

**Organic:** Our main Mexican grower is done for the season and wont start back up until November. Pineapple will be extremely short for the next 2-3 months. Very limited organic pineapple from Costa Rica. Prices are jumping higher this week and next week.

## 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.



### ***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: 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.

### **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.

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

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

Market: Very tight supplies with high prices - expect these conditions to continue through August.

## Wet Vegetables

**White, yellow and Bi-color corn:**

Prices have come down a bit. Starting to see more supply.

**Leeks:** steady supply.

**Kale:** steady supply

**Broccoli Crowns:** Supply is plentiful.

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

**Brussels Sprout:** Price is starting to come down as California is coming into better supply.

**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:** - Quality is improving; less insect/worm damage. Steady supply and price has come down slightly.

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



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