



Food Service Market Report

September 10, 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 onion growers are finishing up next week. Only a few growers still shipping in California. Lots of Pacific Northwest growers going now on all mostly reds and yellows. Market moved up slightly on yellows. Quality is good on all onions right now. 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.



Romaine

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



Cabbage

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



Iceberg

Lettuce supplies continue to be under budget but demand has fallen. Quality and weights are much better. Expect the market to calm and pricing to stabilize.

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

Not much change on all snacking tomatoes this week. Organic grapes have been a little short on supply.



Grapefruit

Finished for the season. Pack D3 in October but very limited due to most customers switching to Texas Stars.



Oranges

Valencia's - running our final week. Peaking on choice 88/72s.



Lemons

Rain continues to slow harvest in Mexico. We continue to have very limited supply the next few weeks. Once weather clears we will have steady supply. Also will be starting some D3 fruit in October.

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 fruit is picking up volume in this area as we head towards peak season in a few more weeks out of this area. Quality is cleaning up in this area after the heat spell we experienced in late August. Cooler temperatures are projected over the next 7 days.

Salinas/Watsonville - These areas are still in a declining harvest mode. Quality has been a challenge at the tail end of the season. We are seeing smaller fruit with some overripe fruit that is susceptible to bruising. Shippers are working hard to keep the pack as clean as possible. The shelf life in this area is not optimal. Cooler temperatures this week are helping to harden up the fruit, but we are still well past peak season, and the plantings are reflecting that fact.

Blueberries

The Pacific Northwest is finished this week. Peruvian production is underway. Offshore containers have had some early-season delays before arriving at the ports on both

coasts. These delays are causing a temporary shortage that could last over the next 10 to 12 days. Central Mexico is still very light but is expected to slowly begin to ramp up as we move into late September.

Mexico Hot Peppers

Baja, Mexico chili peppers are 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

- Mexico
 - Baja: moderate supply
 - Zacatecas/Chihuahua: moderate supply
- USA
 - Santa Maria, CA & Fresno, CA: good supply

Active peppers this week/short supply

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



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; storage crop should be finished a few weeks.

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.



Bell Peppers

Seeing good volume in green and yellow. Red is steady and price is coming down.

HH Bells - seeing good volume from Canada and Mexico. Price is starting to come down.



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.

Wet Vegetables

White, yellow & bi-color corn: white and bi-color corn have good quality and price is steady. Yellow corn has quality issues and is limited on supply.

Broccoli Crowns - high prices with limited supply. Strong demand from the East Coast.

Brussels Sprouts - available from USA and Mexico. Seeing some insect damage.

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

Cilantro - available, price has increased.

Leeks - steady supply.

Kale - steady supply.

Curly & Italian Parsley - Supply is plentiful.



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