



Retail Market Report

September 10, 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

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

Organic Roma Tomatoes

Light to fair supplies out of Mexico and Baja. Rain in Baja affected production out of that area. Cost has gone up and is now being quoted in the low \$20s. Demand picked up a bit with the drop in supplies.

Tomatoes on the Vine

Conventional

Supplies: We currently have good supplies out of Mexico and will have through October. Weather permitting.

Pricing: Cost is mostly in the \$10.00 - \$11.00 range.

Demand: fair to good demand.

Organic

Supplies: Good supplies out of Mexico should continue for the next 2-3 weeks at least.

Pricing: has been holding in the mid to high teens.

Demand: Fair to good demand.

Beefsteak Tomatoes

Conventional

Supplies: Good supplies out of Mexico.

Pricing: continues to fluctuate a bit. Hearing quotes anywhere from \$11.25 to \$13.00.

Organic

Supplies: good supplies out of Mexico.

Pricing: Cost is all over the place. Hearing quotes anywhere from \$12.95 to \$18.95.

Demand: light to fair demand overall.

Demand: Light to fair demand.

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

Organic: Finished for the season. Starting some D3 in October but fruit is small 56/48.



Oranges

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

Organic: We are done for the season. Thank you for all your support. We will start navels in late October or early November.



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: 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.

Organic: 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 start some D3 fruit in October.

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.



Blackberries

Supplies are still strong coming out of the California and Mexico growing regions.



Raspberries

We should see good volume for the entire month of September. The product is currently coming from California, Central Mexico and Baja.



Organic Mini Sweet Peppers

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



Persian Cucumbers

Market is very high and will remain elevated for several weeks. Production is light throughout Mexico and Canada.



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 eggplant: n/a

Organic Apples

Several new crop apples now coming from the Northwest. More varieties to become available over the next few weeks. Still some fruit coming from new Zealand and

Organic Hard Squash

Good volume out of Central California on most organic squash varieties. Organic honeynut has started with light volume.

Organic Soft Squash

California has steady volume. Price is holding.



Mango

Mango prices out of Mexico are moving way up and peak sizes are big. Season is almost over, maybe 1-2 more weeks to go. Brazilian mango season starts up on imports in September but most of the volume goes out to the East.

Organic: Mexican organic mangos are almost over too. Sizes are peaking on very big fruit some 9/10s. Quality is very good. Organic California Keitt mango season has started up. Excellent eating quality. Green skin good internal orange color. 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 still very high this week. The later 2025/ early 2026 season volumes will be way down due to heaving rains during planting last winter.

Organic: Organic pineapples are extremely short this week. All pineapples will be extremely short for the next 2-3 months. Very limited organic pineapple from Costa Rica and Mexico. Prices moved up even higher this week.

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.



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; 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 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: expect to see more Peru product coming into the USA as we close in on peak season beginning in October.

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

Central Mexico: Mostly done for the season. Watch quality as fields are closing.

Constitucion (Southern Baja): Most production going to contract commitment, limited to no volume going to open 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 - steady volume, price is maintaining.

English Cucumbers

Costs are still elevated with most production coming from Canada. Very light production out of Mexico. More volume on the smaller cucumbers.



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.

Bell Peppers

Colored Bells: 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.

Organic Green bells - good volume out of California. Price is coming down.

Organic HH Color Bells - Mexico coming into volume with price dropping.

Wet Vegetables

White, yellow and 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.

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.

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

Leeks: steady supply.

Kale: steady supply

Brussels Sprout: USA and Mexico product available. Seeing some insect damage.

Curly & Italian Parsley: Supply is plentiful.

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.



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