



Retail Market Report

September 24, 2025

Round, Roma and Vine-Ripe Tomatoes

Mexico

Many growers are in transition harvest running low volume. Romas are in the mid to high teens. Vine-ripe rounds are in the high teens.

Tennessee

All shippers are in production with clear weather. Markets are in the mid to high teens for best quality romas and rounds.

California

In California we are currently seeing rain in Hollister and so there may be a couple of days of limited harvest. Markets are in the mid to high teens for the best quality round and roma tomatoes.

Snacking Tomatoes

Organic grape tomatoes as well as conventional cherry tomatoes are becoming short in supply. Transition in growing areas in Mexico have caused demand to exceed supply on both items. Organic grapes are limited to non available on the bulk. Plenty of conventional grapes around to promote or push as hot buys. We are steady on organic and conventional medley.

Organic Roma Tomatoes

Light supplies until October. There will be new production starting up, weather permitting. FOB cost is mostly in the \$22.95 - \$24.95 range. Fair to good demand.

Tomatoes on the Vine

Conventional

Supplies: Fair to good production out of Mexico. Canadian production slowing down.

Pricing: Mexico and Canadian cost is \$8.00 - \$9.00 FOB.

Demand: fair to good demand. Most of the Canadian product is staying close to the source areas.

Organic

Supplies: Good supplies out of Mexico.

Pricing: is holding mostly in the mid teens.

Demand: Fair to good demand.

Beefsteak Tomatoes

Conventional

Supplies: Good supplies out of Mexico. Like their TOV production, things are slowing down.

Pricing: FOB cost is mostly in the \$10.00 - \$12.00 range.

Demand: fair demand overall.

Organic

Supplies: good supplies out of Mexico.

Pricing: FOB cost on good quality product is \$16.95 - \$18.95. Deals are being made on fair quality.

Demand: Light to fair demand.

Heirloom Tomatoes

Conventional

California crops are in current crop transition for the next several weeks. Existing plantings are producing small sizing. New block forecasted to begin by week of October 13th.

Organic

Harvest remains steady out of Mexico and California.

Melons

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



Grapefruit

Conventional: Limited availability on summer Marsh. Start fresh crop Rio's next month.

Organic: Very limited; call for availability. We will start D3 Rio's in about 2 weeks. Fruit looks small (48/56) great for bags.



Oranges

Conventional: Valencia's - done for the season. Thank you for your support. Start fresh crop navels late next month.

Organic: We are done with harvest and balance of fruit is needed for contracts. Navels will start in late October or early November.



Limes

Conventional: Quality is still a concern due to rain. 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: have limited D2 fruit availability. We will start Mexico and D3 in early October.

Organic: Harvesting our Mexico fruit. Fruit running smaller peak 165s and heavier to choice grade. Great for bags and foodservice. Will be starting California District 3 in late 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

Better supplies this week from Baja and Canada. Costs have come down a bit on both conventional and organics.



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. Organic galas, fujis, honeycrisp, grannys and gold delicious all available from the Northwest.

Organic Hard Squash

Good volume out of Central California on most organic squash varieties.

Organic Soft Squash

California has steady volume. Price is holding.



Mango

Keitt mangos out of Mexico are winding down and prices are up. Brazilian mango starting out only on East coast for now until Mexico finishes up. Ecuador will be starting in late October.

Organic: This is the last week for Mexico Organic mangos. Only size 12 ct coming in. Organic California Keitt mango season will go through October. Excellent eating quality. Green skin with good internal orange color. Peaking on size 5's. Prices are in the high teens and low \$20s. Only organic mangoes until Ecuador starts up in early November.

Jicama

Good supply from Nayarit, Mexico.



Pineapple

More fruit available in the market this week. Prices off slightly. Costa Rican fruit will remain fairly short for another month. 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. Prices moved up again this week. All pineapples will be extremely short for the next 2-3 months. Very limited organic pineapple from Costa Rica and Mexico. Market has not moved, but still very high.

Mexico Hot Peppers

Baja, Mexico chili peppers production is winding down. USA peppers are also winding down.

Tomatillo -market began to stabilize this week. Quality improving as well.

Growing regions

- Mexico
 - Baja: low production
 - Zacatecas/Chihuahua: low production
- USA

- Santa Maria, CA & Fresno, CA: low production. There was rain this week and some lightening storms which caused no harvest for a few days. Supply will decrease for a handful of days.

Active peppers this week/limited supply heading into next week

- USA chili peppers overall will be in limited supply. Growers in Santa Maria haven't been able to harvest the last few days due to poor weather conditions. Rainfall and lightening storms the last few days have kept production at zero.
- Baja is beginning to wind down on overall production in the next month of October as workers/growers begin to shift and focus on the next region which will be Sinaloa.
- Zacatecas and Chihuahua are very similar on overall production for chili peppers. Eyes are on the next region in Sinaloa.
- Tomatillos have become more stable on availability, cost and quality. Let's hope mother nature is favorable to continue this weeks' turn around.



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: market is steady, plenty of russet potatoes available. Quality is very good.

Organic russet potatoes: Quality on organic russet potatoes is excellent, supply is good. 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.

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

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

Constitucion (Southern Baja): Better supply. More supply available on open market. Price is coming down.



Slicer Cucumbers

Light supplies but steady harvests are ongoing. Prices remain elevated due to lighter production. Supplies should improve gradually over the next couple of weeks.

Organic Slicers - steady volume, price is maintaining.

English Cucumbers

Costs have stabilized with production out of Canada and Mexico. There is more volume and lower costs on the smaller cucumbers.



Onions

Still a few California growers packing onions. Quality remains very good on reds and whites. Market is steady on all reds and whites, yellows moved up slightly. California and Nevada white onions remain steady in price with very good quality. White onions are starting up finally from the Pacific Northwest and quality looks pretty good.

Bell Peppers

Colored Bells: Seeing good volume in green. Red looks better with price coming down. Yellow is steady with price holding.

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

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

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

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

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. This is industry wide. We are pre-booking product 3+ days in advance to secure product. Red is mostly steady.

Cilantro: available, price remains steady. Starting to see Mexico product.

Leeks: steady supply.

Kale: steady supply

Curly & Italian Parsley: Supply is plentiful.



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