

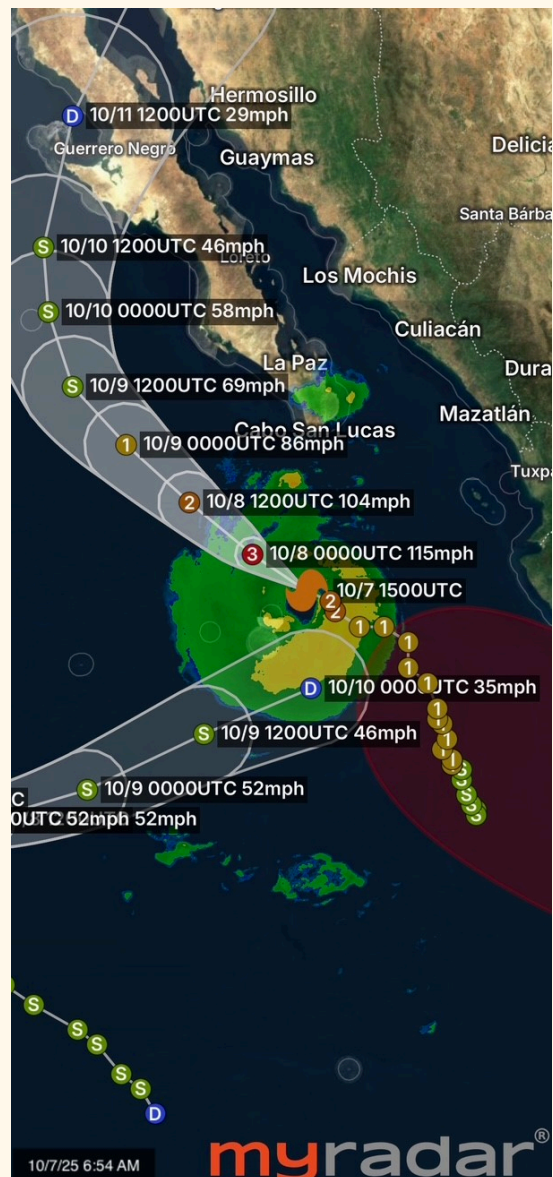


Food Service Market Report

October 8, 2025

Weather Update

A system off the coast of Baja California could disrupt tomato supplies from this region for several days next week. October, November and December are months that keeping an eye on weather impacting tomato supplies is imperative.



Avocado

As California avocados continue to trend down in volume, Mexican fruit



Onions

California onions are pretty much done except for a few smaller growers

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.

remaining. Market is steady on red and yellow onions. Quality is excellent. The white onion market is moving up slightly as Mexico is looking for big exports.



Green Leaf

Supplies are steady and demand is good. Quality is fair to good. Pricing has risen.



Romaine

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



Cabbage

Red & Napa cabbage are in good supply. Green cabbage is short and quality is fair. Napa is having light bug pressure and a bit lighter in color.



Iceberg

The Salinas season is into its last few weeks. Huron, CA is scheduled to begin Monday 10/13. Yuma will begin around Nov. 10th. Quality is just ok and now because fields are being picked early you will find lighter weights. Market is up and expected to stay elevated until Yuma begins.

Round, Roma and Vine-Ripe Tomatoes

Markets in California, Tennessee and Mexico are in the mid to high teens for the best quality tomatoes.

Snacking Tomatoes

Conventional grape tomatoes are very plentiful right now. Organic grape tomatoes are somewhat short right now but we have good supply. Medley tomatoes are in good supply and slow demand. Cherry tomatoes are a little on the snug side right now.



Grapefruit

Limited availability on summer Marsh. Start fresh crop Rio's early November.



Oranges

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



Lemons

Also harvesting fresh D3 crop. Peak 115/140 then 95s.

Limes

Starting to see improvement on quality. Seeing smaller percentage of lighter color fruit, thinner skin and spotting. New fields crop started, peak size will be smaller sizing 230s/200s. Larger fruit 110s/150s/175s will still be old crop.

Strawberries

Santa Maria - This area is well past peak season. Recent weather conditions have caused several days of stripping damaged fruit from the fields, further reducing yields. Production will steadily decline in this area moving forward. To further complicate matters, cooler temperatures are slowing down the maturation process as growers wait for the fruit to color up. This will help quality, but it is hindering yields as growers are having to skip a day in normal harvest rotations while the fruit matures.

Oxnard - This area is starting to ramp up but, it will not be able to fully compensate for the increased demand we are seeing shifting from the waning Salinas, Watsonville, and Santa Maria areas.

Salinas/Watsonville - Production is nearly at an end, with most shippers leaving the area or concentrating on new bed preparations rather than fresh market production.

Central Mexico - We are seeing some small volume beginning to cross into the U.S. through Texas. Production should begin to slowly increase, moving into mid-November.

Markets - Demand exceeds supply. We are seeing a sharply elevated two-tiered market in the \$20.00 to \$22.00 range in Santa Maria and Salinas/Watsonville, and in the \$24 to \$26.50 range in Oxnard.

Blueberries

Limited Peruvian imports are still predominant in the market. Availability should improve next week with more stable container offloads. Mexico is just beginning to cross small quantities of product through the McAllen, Texas area to help bolster supplies. These numbers are expected to increase slowly over the next few weeks, reaching significant levels of production in late October or early November.

Markets - Firm pricing will stay in effect for this week in the \$27.50 to \$30.50 range on the 12/6-ounce pack, while the 12/1 pints are in the \$45.50 to \$48.50 range.

Mexico Hot Peppers

Forecast through fall months is that chili peppers will climb on cost until December.

Growing regions

- Mexico
 - Baja: low production - Hurricane Priscilla alert
 - Zacatecas/Chihuahua: tomatillo good supply
- USA
 - Santa Maria, CA & Fresno, CA: local growers will harvest through October and into November if weather permits.

Active peppers this week

- Jalapeño - with Mexico's low production and rain damage from previous weeks in Baja, supply is low and demand is high. Prices will climb through the fall season.
- USA chili peppers will flow October into November, however there is not great volume available.
- Chihuahua Mexico - tomatillos remain stable on cost and quality.



Chipper Potatoes

Veg-Fresh is shipping chipper potatoes daily!



White Potatoes

White potatoes have good supplies available. Demand and market is steady.

Russet Potatoes

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

Organic: 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: All areas are shipping red and gold potatoes. We are seeing very nice quality and demand has been good.

Organic - 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!

Sweet Potatoes

Shipping all varieties of sweet potatoes - conventional and organic.



Bell Peppers

Seeing good volume in green. Reds and yellow bell peppers looks better with price coming down.

HH Bells - seeing good volume from Mexico.



Slicer Cucumbers

Market on slicer cucumbers remains steady this week. Baja is expecting rain over the weekend, which may cause prices to firm up slightly in the coming days.



Eggplant

Supplies remain steady on both 18ct and 24ct eggplant. Good quality from both California (Selma region) and Mexico.

Wet Vegetables

White, yellow & bi-color corn: steady on white and bi-color corn with some worm damage. Yellow is limited with worm damage. Should start seeing supply out of the desert and Mexico.

Broccoli Crowns - high prices everywhere with California shippers struggling with quality (worm damage).

Brussels Sprouts - still battling insect issues, strong demand with limited availability.

Green & Red Cabbage: green cabbage has high prices due to insect pressure and low yields. Red cabbage has steady availability with no insect pressure.

Cilantro - limited but available. Previous light rain affected crops.

Onion Leeks - limited but available.

Kale - green and black kale in good supply.

Curly & Italian Parsley - Supply is steady.



Veg-Fresh Farms

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