

# the FreshPress

Produce that's Fresh. Information that's to the Point.

July 4, 2025



## Top 5 Five

### 1. CITRUS—LEMONS **ALERT!**

Lemons are very tight on all sizes as District 1 (the CA Central Valley) has wrapped up.

### 2. GRAPES—GREEN **ALERT!**

A slower start to the harvest keeps the green grape market very active and high.

### 3. LETTUCE—ICEBERG **ALERT!**

The market continues to climb due to lower yields and higher demand.

### 4. PEPPERS—RED & YELLOW **ALERT!**

Red and yellow pepper supplies are tight, and the market is increasing.

### 5. SQUASH—YELLOW **ALERT!**

Eastern yellow squash are on alert as supplies are tight, quality is fair, and the market is increasing.

## Outlook

### WEST COAST

The 6 to 10 day outlook shows the majority of the area is expecting above average temps, with normal to below average precipitation for this time of year.

### EAST COAST

The 6 to 10 day outlook shows most of the Eastern areas can expect above average temps with a mix of normal to above average precipitation for this time of year.



### asparagus

There is a slight volume increase expected for both Mexico and Peru, and the market should come off just a bit. Quality is good.

### avocados **ALERT!**

Mexican supplies are tight, and quality and demand are good. The market is decreasing on 48ct #1's and larger, but 60ct and smaller and #2 markets are increasing due to limited supplies. CA supplies are tight, and quality is good. Demand is good, and the market is steady to higher. There has been a lighter harvest out of CA with 60ct #1's and all category #2 fruit are in short supply.

### beans—green

The Western market is lower as supply is improved with two regions in play. Quality is good and demand is moderate. Eastern supplies are tight, quality is good, demand is strong, and the market is increasing.

### berries—blackberry, blueberry & raspberry

**Blackberry** supplies are lighter, and quality is good. Markets are higher. **Blueberry** supplies are improving, and quality is good. Markets are lower. **Raspberry** supplies are good. Quality is good and markets are steady.

### berries—strawberry

Supplies are declining weekly as we have passed the peak volume. Demand is very good, and quality remains good. Markets are higher.

### broccoli & cauliflower **ALERT!**

The **broccoli and cauliflower** markets are higher as production is down from milder weather, but they are expected to keep up with demand. Quality is good.

### celery

The market is up but with good supplies and steady demand it is not expected to climb too much. Quality is reported as good to very good.

### citrus—lemons, limes, oranges **ALERT!**

**Lemons** are on alert as supplies are steady to tight, and quality is fair to good. Demand is strong, and the market is higher. **Lime** supplies and quality are good. Demand is good, and the market is steady. **Orange** supplies are steady, and quality is good; demand is strong, and the market is increasing. Navels and Valencia oranges are in full swing. The industry is seeing some regreening on the oranges, causing extended gas time.

### cucumbers

Western markets are stronger due to lower volume due to transitional growing regions and fair quality. Demand is strong. Eastern supplies are tight to good, and quality is good. Demand is strong, and the market is increasing.



## eggplant

Western supplies and quality are good, and the market is steady. Eastern supplies are good, and quality is fair to good. Demand is good and the market is steady to slightly higher.

## grapes-green ALERT! grapes-red

Grape supplies are finishing up in Mexico with the start of the San Joaquin Valley in CA. A slower start to the harvest keeps the **green grape** market very active and high. **Red grapes** are good as well, but markets are trailing behind greens.

## lettuce-leaf, ALERT! romaine & iceberg

**Iceberg lettuce** is on alert as the market continues to climb due to lower yields and higher demand. Quality is good. Mexican lettuce is demand exceed supplies supply due to recent hail and rain events. The **leaf lettuce** market is steady on Boston, green, and red leaf. Supplies are meeting demand. Quality is good. The **romaine lettuce** market, including hearts, is elevated but mostly steady with moderate to strong demand. Quality is fair to good for both.

## melons-cantaloupe & honeydew

**Cantaloupes** are transitioning this week to Central CA, and early fields are showing lower yields, which will keep availability limited. Sizing is heavy to larger fruit with small fruit limited. Demand is good. The **honeydew** sizing profile is also running large, and the internal quality is good.



## onions-red, white & yellow

Supplies are good on new crop product from CA and NM. Markets are steady and quality is good on all items in all areas. We are keeping an eye on rain in NM which may cause issues if it persists.



## peppers-green, red & yellow ALERT!

Western quality will be affected by heat related issues. The market is much higher on the **color peppers**, with **green peppers** expected to follow suit due to pressure from East Coast demand. Relief is expected in 10 days. Eastern supplies are tight, and quality is fair to good. The market is increasing. **Red and yellow pepper** supplies are tight, and the market is increasing.



## potatoes

Supplies on 40-70cts remain very limited. Quality is generally good.



## squash-yellow ALERT! squash-zucchini

Eastern **yellow squash** are on alert as supplies are tight, quality is fair, and the market is increasing. **Zucchini** supplies are steady, and quality is fair to good. The market is increasing. Western markets are higher due to lower volume as heat related issues hamper quality. An increase in volume and quality is expected in about two weeks.



## tomatoes

**Round tomato** markets remain steady with readily available volume on all varieties. **Roma, grape, and cherry tomato** markets are escalating due to the declining volume out West.

## Reality Check

VEGETABLES	Supply			Price		
	HIGH	INCREASING	STEADY	DECREASING	ALERT	LOW
Arugula						
Asparagus						
Brussels Sprouts						
Beans - Green						
Broccoli						
Broccolini						
Cabbage						
Carrots						
Cauliflower						
Celery						
Corn						
Cucumbers						
Eggplant						
Garlic						
Lettuce - Iceberg						
Lettuce - Leaf G/R						
Lettuce - Romaine						
Lettuce - Spring Mix						
Mushrooms						
Onions - Green						
Onions - Red						
Onions - Yellow						
Onions - White						
Peas - Snow/Snap						
Peppers - Chiles						
Peppers - Green						
Peppers - R/Y						
Potatoes - Russet						
Potatoes - R/W/Yuk						
Potatoes - Sweet						
Spinach						
Squash - Yellow						
Squash - Zucchini						
Tomatoes - Gr/Ch						
Tomatoes - Roma						
Tomatoes - Round						
FRUITS						
Apples						
Avocados						
Bananas						
Berries - Blackberry						
Berries - Blueberry						
Berries - Raspberry						
Berries - Strawberry						
Citrus - Lemons						
Citrus - Limes						
Citrus - Oranges						
Grapes - Green						
Grapes - Red						
Melons - Cantaloupe						
Melons - Honeydew						
Melons - Watermelon						
Pineapple						