

the FreshPress

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

April 25, 2025



Top 5 Five

1. BEANS—GREEN **ALERT!**

Supplies are our biggest concern.

2. BRUSSELS SPROUTS **ALERT!**

The market is high and continues to be very active. Supplies are well below normal, and demand is strong. Quality is fair to good.

3. CABBAGE— **ALERT!** BOK CHOY & NAPA

Insect pressure has affected yields which are limiting supplies. Growers are working hard to keep up with demand.

4. CORN **ALERT!**

Western supplies are on alert due to limited bi-color and yellow corn, with mostly white corn available. The market is high and holding.

5. FENNEL **ALERT!**

Volume is down and supplies are just keeping up with demand.

Outlook

WEST COAST

Expect higher than average temps for the entire region, coupled with a mix of precipitation for this time of year.

EAST COAST

Expect higher than average temps for most of the entire Eastern region, with mostly above average precipitation expected for this time of year.



asparagus **ALERT!**

Mexican volume continues to decline as Peruvian supply picks up slowly. Some local volume has started which will help with supply. Markets continue to escalate as transportation and the holiday pull have further weakened supply. A demand exceeds supply status continues.



avocados

The Mexican market continues to fall on 60ct, and larger. Small fruit remains in high demand and the market is getting stronger on 70 and 84cts. Volatility will continue through May. There is a high amount of #2 fruit on the trees. The CA size curve is peaking on 48 and 60ct. Grade #2 supplies are low. Expect some checkerboarding on fruit, which means the avocados will not be ripening evenly in the box, and some will ripen faster than others.



beans—green **ALERT!**

Eastern supplies are tight, but quality is good. Demand is strong and the market is increasing. Western green beans remain very short with no relief for 10-12 days. Quality is fair. The market is higher.



berries—blackberry, blueberry & raspberry

Blackberry and raspberry supplies are light, but quality is good. Markets are steady. **Blueberry** supplies are increasing with FL coming online. Quality is good and markets are lower.



berries— strawberry

Cool weather in Southern and Central CA is keeping volume in check. Central Mexico has finished with Northern Mexico still in production. Quality in CA is very good with sizing running large. Markets are lower.



broccoli & cauliflower

The **broccoli** market is holding mostly steady as supplies look good into next week and are keeping up with demand. Quality is good. The **cauliflower** market is down as supplies improve and keep up with the moderate to good demand. Quality is good.



celery

The market is mostly steady with good supplies and steady demand. Quality is reported as good to very good.



citrus—lemons, limes & oranges

Lemon supplies are steady, and quality is excellent. Demand is good, and the market is higher. Small sizes have tightened up as sizing has shifted to 115ct and larger. **Lime** supplies are tight due to lack of harvesting in observance of Holy Week. The market has increased due to strong demand and tight supplies. **Orange** supplies are steady, and quality is excellent. Demand is strong, and the market is increasing. Small fruit is starting to tighten.



cucumbers

Eastern supplies are tight, and quality is good. Demand is strong, and the market is increasing. Western demand is moderate, and supplies are steady, but leaning heavy to lower grades. The market is steady.



eggplant

Eastern supplies are tight, but quality is fair to good. Demand is strong and the market is steady. Western production is expected to increase over the coming weeks. The market is steady for now. Quality is good to fair.



grapes—green & red

The market for both red and green grapes is active and remains elevated and trending higher on better quality fruit. Quality continues to be fair as imports wind down. New crops are expected to start around the 3rd week of May.



lettuce—leaf, iceberg & romaine

The **iceberg lettuce** market is lower as Salinas is seeing better volume and normal weights. Quality is good. The **leaf lettuce** market is a bit higher on Boston, and steady on green and red leaf. Supplies are good and meeting demand. Quality is good on all packs. The **romaine lettuce** market is mainly steady as we [settle in Salinas](#) on moderate demand. The Heart market is steady, and quality is fair to good for both.



melons—cantaloupe & honeydew

Cantaloupe availability remains limited due to strong demand, delayed vessels, and seasonal volume decreases. Sizing



onions—red, white & yellow

Supplies are good. WA will go through May; ID has finished; CA and TX have good availability of new crop supplies. Markets are steady in all areas with no quality concerns.



peppers—green, red & yellow

Eastern supplies and quality are good. Demand is good, and the market is steady. Western volume is limited on **green peppers** as the fields age; we are seeing mostly Choice grade which is creating a two-tier market. Expected this trend through the CA start up in 3 weeks.



potatoes

Supplies and quality remain good. Sizing is spread across all sizes, making for consistent markets from large to small. Quality is good. Markets are steady.



squash—yellow & zucchini

Eastern supplies and quality are good; and demand is good, and the market is steady. Western supplies are plentiful with excellent quality. The market is lower.



tomatoes

Tomato markets are starting to increase on all varieties due to the transition into the Ruskin/ Palmetto, FL growing region. Availability out of Mexico into the U.S. was reduced due to the Easter holiday. Expect a week of elevated markets.

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						