



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

May 2, 2025

VEGETABLE	MARKET INFORMATION
Asparagus	Volume from Mexico remains very low but is offset with local supplies and improved Peruvian production. Markets are about steady, as is demand. There is an anticipation for markets to soften in the next two weeks.
Beans – Green	Eastern supplies are limited, and quality is good. Demand is strong, and the market is increasing. Western demand exceeds supply, and the market is higher, but relief is expected mid-May as CA fields break.
Broccoli	The market is higher as production has slowed due to cooler weather, supplies look good going into next week and should keep up with demand. Quality is good.
Brussels Sprouts ALERT	The market is high and continues to be very active. Total industry supplies are well below normal due to quality issues affecting yields. Quality is reported as fair.
Cabbage—Green & Red	Supplies and quality are good, and the market is steady on both <b>green and red cabbage</b> .
Carrots	Supplies on the West Coast are good for Jumbo carrots. The market is steady.
Cauliflower	The market is mostly steady with good supplies and steady demand. Quality is good.
Celery	The market is mostly steady with good supplies and steady demand. Quality is reported as good to very good.
Corn On Alert in the West	<b>Eastern supplies</b> are plentiful, and quality is excellent. Demand is good, and the market is steady. <b>Western supplies are on alert</b> as supplies are extremely limited through transitional growing areas. The market is higher, and the quality on available product is poor to fair.
Cucumbers	Eastern supplies are tight, quality is good, demand is strong, and the market is increasing. Western production is slightly lower, quality is good, and the market is about steady.
Eggplant	Eastern supplies are steady, and quality is fair to good; demand is strong, and the market is steady. Western production is stronger, and quality is fair to good. The market is steady.
Garlic	Supplies and quality are good, and the market remains steady.
Herbs – Cilantro & Parsley	The market on <b>cilantro</b> is lower on fair demand, and <b>parsley</b> is steady with moderate to good demand. Quality is reported as good on both.
Lettuce – Iceberg, Leaf & Romaine	The <b>iceberg lettuce</b> market is lower as Salinas is starting to get into better volume and normal weights. Quality is reported as good. The <b>leaf lettuce</b> market is steady, and supplies are good and meet the demand. Quality is reported as good on all packs. The <b>romaine lettuce</b> market is mainly steady with good supplies in Salinas on moderate demand. The romaine heart market is steady and quality is fair to good for both.





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Lettuce – Spring Mix	Supplies and quality are both good and the market is steady.
Mushrooms	Supplies are adequate and can meet current demand. We are not seeing any issues with quality.
Onions – Green	The market is lower as supplies improve this week and into next week. Quality is reported as good.
Onions – Red, White, and Yellow	Supplies are good. WA will go through May for a few suppliers, but some are finished this week. ID has finished; CA and TX have good availability of new crop supplies. Markets are steady in all areas with no quality concerns.
Peas – Snaps & Snow	The market is steady on <b>snap and snow peas</b> as supplies are meeting demand. Quality is fair to good on both.
Peppers – Chiles	Eastern supplies are steady, quality is good, demand is strong, and the market is increasing. Western supplies and markets are steady. Demand is strong.
Peppers – Green, Red, & Yellow	Eastern <b>green pepper</b> supplies are good. Quality is good, demand is strong, and the market is increasing. <b>Red and yellow pepper</b> supplies are steady, quality is good, and the market is increasing. Western quality out of Mexico is declining as fields finish. CA production is ramping up. Markets for all varieties are down slightly as a two-tiered market for quality emerges.
Potatoes – Russet	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.
Potatoes – Red, White & Yukon	Supplies are lightening up on the storage crop from ND and ID. Quality and color remain good. FL and now CA have good availability of new crop supplies. Markets are steady in all areas.
Potatoes – Sweet	Supplies are lighter this season due to light yields at the end of the harvest. Quality is good. Markets are steady.
Squash – Yellow & Zucchini	Eastern <b>yellow and zucchini squash</b> supplies are plentiful, quality is good, demand is good, and the market is decreasing. Western markets are lower as new fields open, increasing production. Quality is good. Demand is strong.
Tender Greens – Arugula & Spinach	The <b>arugula</b> market is steady with good quality reported. The <b>spinach</b> market is steady with good quality.
Tomatoes – Cherry, Grape, Round, Roma	<b>Round tomato</b> markets have stabilized is the East due to readily available volume out of the Central FL growing region. In the West, <b>grape and cherry tomato</b> volume remain steady, but <b>Roma</b> volume is declining due to the seasonal decline in production out of central Mexico.





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FRUIT	MARKET INFORMATION
Apples & Pears	Pears and Honeycrisp apples are extremely limited. The balance of core items is in good shape. Demand is steady and markets are mostly steady.
Avocados	Mexican inventories remain elevated in anticipation of strong Cinco de Mayo holiday demand which will keep the market steady for this week. There are reports of some growers holding back harvesting, but we anticipate markets staying mostly stable and not increasing beyond current levels. Demand is very high on 70ct, but softer on 60ct and larger.
Bananas	Supplies have improved to regular levels. No issues to report.
Berries – Blackberries, Blueberries, Raspberries	<b>Blackberry</b> supplies are lighter but adequate, and quality is good. Markets are steady. <b>Blueberry</b> supplies are very light from FL and Mexico. Quality is good and markets are steady. <b>Raspberry</b> supplies are limited due to Mexico declining and CA has been held back from cool weather. Quality is good and markets are steady.
Berries – Strawberry	Supplies are still lighter than normal due to persistent cool weather. Most volume is coming from Southern and Central CA, with Baja California, Mexico staying in due to necessity. Quality and size is very good from CA, but Baja on its last legs. Markets are steady.
Citrus – Lemons ALERT	Supplies are steady, and quality is excellent. Demand is strong, and the market is increasing. Small fruit has tightened up as demand increases for 140ct and smaller, while sizing has shifted to 115s and larger.
Citrus – Limes ALERT	Supplies are tight out of Mexico, and quality is good; demand is strong for Cinco de Mayo and the market is increasing with the stronger demand. The crop is currently peaking on 200/230/250cts, with 110/150cts extremely tight with very low volume.
Citrus – Oranges ALERT	Supplies are steady, and quality is excellent; demand is strong, and the market is increasing. Small fruit is starting to tighten as smaller independent suppliers are finishing. Suppliers will struggle to meet demand through the end of the Navel season.
Grapes – Green & Red	The market for both <b>red and green grapes</b> is active and remains elevated. Quality continues to be fair as imports wind down. New crops are expected to start around the 3rd week of May.
Melons – Cantaloupe & Honeydew	<b>Cantaloupe</b> supply is about steady over last week, just enough to meet demand. The market is slightly higher. Sizing is running Jumbo and Large, and the flavor profile is excellent. The <b>honeydew</b> import supply is diminishing, especially for smaller sizing. Quality is good and demand is improving. The market is higher.
Melons – Watermelon	Volume is increasing as is the demand. The market is slightly lower.
Pineapples	The market is steady with good volumes on 5/6/7cts. Supplies are showing gradual improvement week by week, but 8ct is seeing limited volume. Crownless volume has balanced out for all sizes.