

the FreshPress

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

May 2, 2025

Especially For:

Foodbuy

Top 5 Five

1. ASPARAGUS

While not on alert, volume from Mexico remains very low but is offset with local supplies and improved Peruvian production. Markets are steady.

2. BEANS—GREEN **ALERT!**

Supplies are limited overall.

3. 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.

4. CITRUS **ALERT!**

Lemons, limes, and oranges are all on alert due to strong demand.

5. CORN **ALERT!**

Western supplies are on alert as supplies are extremely limited. The market is higher. Eastern supplies and quality are excellent.

Outlook

WEST COAST

The West Coast area is expecting a mix of above average temps, coupled with an average amount of precipitation over the next 6-to-10 days for this time of year.

EAST COAST

The Northeastern areas are expecting a mix of above average temps, coupled with average to below average precipitation. The Southeastern areas, particularly for FL, are expecting below average temps and above average precipitation for this time of year.



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.

necessity. Quality and size is very good from CA, but Baja on its last legs. Markets are steady.

broccoli & cauliflower

The **broccoli** 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. The **cauliflower** 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.

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

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 out of Mexico, and quality is good. The market is increasing with the stronger demand; 110/150cts extremely tight with very low volume. **Orange** supplies are steady, and quality is excellent. Demand is strong, and the market is increasing. Small fruit is starting to tighten.

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.

beans—green **ALERT!**

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.

berries—blackberry, blueberry & raspberry

Supplies are lighter overall but quality is good. 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

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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.



grapes—green & red

The market for both **red and green grapes** 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.



lettuce—leaf, iceberg & romaine

The **iceberg lettuce** market is lower as Salinas is starting to get into better volume and normal weights. Quality is reported as good. The **leaf lettuce** market is steady, and supplies are good and meet the demand. Quality is reported as good on all packs. The **romaine lettuce** 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.



melons—cantaloupe & honeydew

Cantaloupe 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 **honeydew** import supply is diminishing, especially for smaller sizing. Quality is good and demand is improving. The market is higher.



onions—red, white & 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.



peppers—green, red & yellow

Eastern **green pepper** supplies are good. Quality is good, demand is strong, and the market is increasing. **Red and yellow pepper** 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

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 **yellow and zucchini squash** 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.



tomatoes

Round tomato markets have stabilized in the East due to readily available volume out of the Central FL growing region. In the West, grape and cherry tomato volume remain steady, but Roma volume is declining due to the seasonal decline in production out of central Mexico.

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						

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