



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

April 25, 2025

VEGETABLE N	MARKET INFORMATION

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.
Beans – Green	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.
Broccoli	The market is holding mostly steady as supplies look good into next week and are keeping 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, and demand is strong. Quality is reported as fair to good.
Cabbage—Green & Red Cabbage—Bok Choy & Napa ALERT	Supplies are good and the market is steady on both green and red cabbage . Quality is reported as good on both. Bok Choy and Napa cabbage are on alert as insect pressure has affected yields which are limiting supplies. Growers are working hard to keep up with demand.
Carrots	Supplies on the West Coast are good for Jumbo carrots. The market is steady.
Cauliflower	The 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.
Corn On Alert in the West	Eastern supplies are plentiful, and quality is excellent. Demand is fair to good, and the market is steady. Western supplies are on alert due to limited bi-color and yellow corn, with mostly white corn available. The market is high and holding.
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.
Fennel/Anise ALERT	Volume is down and supplies are just keeping up with demand.
Garlic	Supplies and quality are good, and the market remains steady.
Herbs – Cilantro & Parsley	The market is steady on Cilantro and Parsley with moderate to good demand. Quality is good on both.





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Lettuce – Iceberg, Leaf & 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 a bit higher on Boston, and steady on green and red leaf. Supplies are good and meeting demand. Quality is reported as good on all packs. The romaine lettuce market is mainly steady as we <u>settle in Salinas</u> on moderate demand. The Heart market is steady, and quality is fair to good for both.
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 up a bit as the holiday had limited harvesting; expect supplies to improve as we get into next week. Quality is reported as good.
Onions – Red, White, and 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.
Peas – Snaps & Snow	The market is steady on snap and snow peas as supplies are meeting demand. Quality is fair to good on both.
Peppers – Chiles	Eastern supplies and quality are good, demand is good, and the market is steady. Western quality is good overall; transitional production has supply slightly down this week but should steady out next week.
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 – 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 good on the storage crop from ND and ID. Quality and color remain good. FL and CA have good availability of new crop potatoes. 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 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.
Tender Greens – Arugula & Spinach	The arugula market is steady with good quality reported. The spinach market is steady with good quality.
Tomatoes – Cherry, Grape, Round, Roma	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.





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FRUIT	MARKET INFORMATION
Apples	No major changes, still lots of supply throughout the state to cover core varieties, but we are starting to see some conditional issues.
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.
Bananas	Supplies have improved to regular levels. No issues to report.
Berries – Blackberries, Blueberries, Raspberries	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.
Citrus – Lemons	Supplies are steady, and quality is excellent. Demand is strong, and the market is increasing. Small fruit has tightened up as sizing has shifted to 115ct and larger. Expect this trend to continue for about a month until the (D2) CA Coastal areas ramp up.
Citrus – Limes	Supplies are tight to start out the week, due to lack of harvesting last week in observance of Holy Week. The market has increased due to strong demand and tight supplies; expect this trend to continue until pipeline is replenished.
Citrus – Oranges	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. Expect this trend through the end of the Navel season.
Grapes – Green & Green	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.
Melons – Cantaloupe & Honeydew	Cantaloupe availability remains limited due to strong demand, delayed vessels, and seasonal volume decreases. Sizing continues to be larger with small fruit limited. The market is higher. Honeydew production is showing a significant decrease. Sizing is large. The market is expected to stabilize in the next 10 days.
Melons – Watermelon	Volume is increasing as is the demand. The market is slightly lower.
Pineapples	Supplies are tight, and quality is good. Demand is strong, and the market is steady. The industry is still dealing with vessel congestion at the Panama Canal and container inventory is still running low.