



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

July 4, 2025

Asparagus	There is a slight volume increase expected for both Mexico and Peru for next week, and the market should come off just a bit. Quality on all is good.
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.
Broccoli ALERT	The market is higher as production is down from milder weather but is expected to keep up with demand. Quality is good.
Brussels Sprouts	The market is higher as heat has affected yields, and production numbers are lower. Quality is reported as fair to good.
Cabbage—Green & Red	Supplies are good and the market is mostly steady on <b>red cabbage</b> . The <b>green cabbage</b> market is lower in the West. Quality is reported as good on both.
Carrots	The market is mostly steady with good supplies and steady demand. Quality is reported as good to very good.
Cauliflower ALERT	The market is higher as production is down from milder weather but is 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.
Corn	An active Western market continues with very limited availability of yellow corn. Demand has improved and quality is good. Eastern supplies are tight to steady, quality is good, demand is strong, and the market is increasing.
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.
Garlic	CA supplies are winding down and supplementing from Mexico is needed to fill in. The market is expected to be active until the new crop is harvested.
Herbs – Cilantro & Parsley	The market on <b>parsley</b> is steady with good supplies. <b>Cilantro</b> is settling and is mostly steady. Quality is reported as good on both.
Lettuce – Iceberg ALERT Lettuce – Leaf	Iceberg lettuce is on alert as the market continues to climb due to lower yields and higher demand. Quality is reported as good. Mexican lettuce is in a demand exceed supplies scenario





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

due to recent hail and rain events. The <b>leaf lettuce</b> market is steady on Boston, green, and red leaf. Supplies are meeting demand. Quality is reported as good on all packs. The <b>romaine lettuce</b> market, including hearts, is elevated but mostly steady with moderate to strong demand. Quality is fair to good for both.
Supplies and quality are both good and the market is steady.
Supplies are adequate and can meet current demand. We are not seeing any issues with quality.
The market is mostly steady, and overall supplies are still in good shape this week. Quality is reported as good with some minor issues at the field level from the warmer weather.
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.
The markets on <b>snap and snow peas</b> are steady but elevated on lower production and strong demand. Quality is good on both.
The Western market is stronger with steady demand as product is being produced in several regions. Quality is fair due to heat. Eastern supplies are tight, quality is fair to good, and the market is increasing.
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.
Supplies on 40–70cts remain very limited. Markets look to have stabilized for the short term but could increase in the coming weeks. Quality is generally good but the potential for issues is there being this late in the season.
Eastern states and the CA new crop have good availability. Markets are steady in all areas.
Supplies are lighter this season due to light yields at the end of the harvest. Quality is good. Markets are steady.
Eastern yellow squash are on alert as supplies are tight, quality is fair, and the market is increasing. <b>Zucchini</b> 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.
The <b>arugula</b> and <b>spinach</b> markets are steady, and good quality is reported overall.
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.





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

FRUIT	MARKET INFORMATION
Apples	The market is steady, and quality is typical for this time frame. Demand is lower.
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 as well as all category #2 grade 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.
Bananas	Volume is lighter overall, but all of our contract volume is being fulfilled with no issues to report.
Berries – Blackberry, Blueberry, Raspberry	<b>Blackberry</b> supplies are lighter, and quality is good. Markets are higher. <b>Blueberry</b> supplies are improving, and quality is good. Markets are lower. <b>Raspberry</b> 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.
Citrus – Lemons ALERT	Supplies are steady to tight, and quality is fair to good. Demand is strong, and the market is increasing. Lemons are very tight on all sizes as District 1 (the CA Central Valley) has wrapped up. The industry is waiting for imports to arrive in larger quantities.
Citrus – Limes	Supplies and quality are good. Demand is good, and the market is steady. Expect continued rain conditions through this week, which will help fruit gain size, but with no major issues with quality or supply.
Citrus – Oranges	Supplies are steady, and quality is good; demand is strong, and the market is increasing. Navels have officially concluded for the season and Valencia oranges are in full swing. The industry is seeing some <a href="regreening">regreening</a> on the oranges, causing extended gas time.
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 <b>green grape</b> market very active and high. <b>Red grapes</b> are good as well, but markets are trailing behind greens.
Melons – Cantaloupe & Honeydew	<b>Cantaloupes</b> 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 <b>honeydew</b> sizing profile is also running large, and the internal quality is good.
Melons – Watermelon	The market is steady as demand is moderate, and quality is good.
Pineapples	Supplies are tight to steady, and quality is fair to good. Demand is fair to good, and the market is steady to slightly higher. Volume will start to tighten every week moving forward until about September.