



31 March, 2025

THE FRESH REPORT

EAST COAST

Coming out of a stormy weekend/Monday with heavy rain, the weather will be pretty steady and partially cloudy for the majority of the week. Temps will have a high of 88°F every day Wednesday through Saturday. Lows will oscillate in the mid 60s.

WEST COAST

NOTE: Growing regions are currently in transition from Yuma, AZ to Salinas, CA.

AZ - On the tailend of the Yuma season, things are luckily a bit cooler this week, mostly sunny with some clouds. Highs will range from low 80s on the weekends to mid 70s midweek, and lows will be from the low to high 50s.

CA - Salinas on the other hand will experience some rain earlier in the week with partially sunny skies to come. Average temps will be much different than the Yuma region with highs ranging from the low 60s to as high as 71° over the approaching weekend. Lows will be as low as the mid 40s throughout the week.

MEXICO

The Mexican growing region will be a bit cooler as well this week with partially clouded skies. Highs will start as high as 78°F and fall to 71° midweek and stay around there before rising again throughout the weekend. Lows will be in the mid 60s, down to mid 50s, and back up to the lower 60s accordingly.



ASPARAGUS →

Supplies are beginning to tighten up from both coasts due to some unfavorable weather in Caborca, Mexico. We are continuing to meet demand through Easter and Peru should open fields in late March/early April to help alleviate pressure on Mexico.

AVOCADOS ↑

The market is still high with no immediate relief. Smaller sizes remain dominant, while larger fruit commands a premium. California's season has started ramping up but may remain limited for now due to recent rains, sizes are in the 48ct and 60ct range here. Currently elevated markets will persist until Mexico lets up.

BROCCOLI →

Supply remains strong, with quality holding strong. Warm weather has improved sizing, and the market is holding steady.

CAULIFLOWER →

We have steady supplies across all regions with enhanced quality and texture. Expect stable market conditions this week.

CELERY →

Production remains moderate, with firm demand. Quality is strong, and availability is expected to stay steady.

CORN →

Warm weather has brought steady supply out of the Florida growing region and should continue this way for the time being.

CUCUMBER →

Florida has picked up with preferable quality and is only expected to improve from here. Mexico continues to provide a high volume with excellent quality.

EGGPLANT →

Supplies are still light, but the spring harvest is approaching in multiple growing regions. There will be a seasonal increase in demand due to Lent, and growers have accounted for this accordingly.

GREEN BEANS →

Warm weather has brought steady supply out of the Florida growing region and should continue this way for the time being.

LETTUCE →

Iceberg: Quality and weights remain full, but ongoing warm temps in Yuma may influence the season's end before fully transitioning to the Salinas Valley.

Leaf: Availability has been restored for green/red leaf and butter lettuce, and the market is firm. While there has been some minimal fringe and tip burn, quality is excellent from everything to weight and texture. Romaine hearts remain steady.

Tender Leaf: Quality for arugula, spinach, and cilantro is much greater this week along with supply. Any insect pressure has dropped significantly, and the market is steady as can be. Prepare for transition related issues.

ONIONS →

Storage supplies are strong, with ample availability of red and yellow onions. White onions remain slightly limited, but overall market conditions are stable.

PEPPERS →

Supply is steady out of multiple growing regions, but green pepper has passed its peak and cold weather has restricted overall yield. Old crop quality remains solid, but new fields in Florida are yielding well-sized fruit. Mexico continues to offer excellent quality and Canada is beginning soon.

POTATOES ↓

MARCH IS PEAK POTATO SEASON!

Market conditions are ideal with plentiful storage supply out Idaho, where sizing and quality is optimal. The next couple of months are a wonderful time for potatoes!

SQUASH, ZUCCHINI →

The supply of zucchini out of Florida's growing regions is steady, but yellow squash is limited due to reduced acreage and quality concerns. New plantings should help things long term.

TOMATOES →

Due to shifting demands and lighter than normal supplies, there is some pricing pressure on tomatoes right now. Roma and grape/cherry tomatoes have limited supply and output for round tomatoes is dipping in the Southeast.

STRAWBERRIES →

The California season is in full swing with recent weather being ideal. Florida has pretty much finished up and production out of Mexico will be peaking soon.

BLACKBERRIES, BLUEBERRIES, & RASPBERRIES →

Blackberries: Some shortages on Mexican product have arisen due to USDA checks at the border. With the start of the California season right around the corner, overall availability should improve soon.

Blueberries: Markets are becoming firm due to lighter than expected quality. The West Coast has not yet properly begun and Florida will be ramping up in the coming weeks.

Raspberries: Supplies remain limited due to gaps in production and lighter volumes, with steady demand. California will begin light production soon, barring weather conditions.

LEMONS, LIMES, ORANGES →

Lemons: Markets are finally firming up as recent rain has helped the fruit size up and the smaller sizes are tightening.

Limes: Prices are increasing as larger sizes remain limited. Quality is good across the board. Crossings are strong and offshore fruit is available, but expect continued volatility.

Oranges: Peak sizes have shifted to 72ct and 88ct as sizing meets expectations. It is a strong year for foodservice.

MELONS →

Cantaloupe: High prices due to growing conditions and supply chain challenges are steadying out with increased shipments from Honduras and Guatemala, just in time for Easter. Product is peaking on the larger side.

Honeydew: Offshore honeydew supplies are picking up and fruit is now available from multiple sources. Larger sizes are more prevalent and the market is competitive.

Watermelon: Supplies are steady along with price, while demand remains light. Availability is leaning on the larger side and local watermelons are available now.

PINEAPPLE →

Supply remains tight, with peak volumes not expected until May. Costa Rican pineapples are in high demand, and rain through mid-April may impact availability and pricing.

STONE FRUIT →

Imported stone fruit will soon be on its way out with domestic fruit to begin in April. Kiwi remains steady.

