



12 MAY, 2025 | GREAT LOCAL QUALITY

# THE FRESH REPORT

## EAST COAST

Coming out of a rainy Mother's Day weekend, the rain will persist into Monday and fall off to remain partly cloudy for the rest of the week. Highs will start in the lower 80s during and after the rain and rise to as high as 91°F by Friday. Lows will follow, from the low 60s to 70°F.

## WEST COAST

Salinas will see somewhat of a similar pattern with rain on Monday and partly cloudy skies throughout the week. Highs will start as low as 61°F and reach the high 60s midweek. Lows will stick close to 50°F not deviating more than a few degrees.

## YEARS MEXICO

Ensenada will be mostly sunny this week with consistent conditions. Highs will move around 70°F by a degree or two, and lows will be equally consistent orbiting 55°F.

ATLANTA . GEORGIA



## ASPARAGUS →

Supplies are continuing to improve. Production out of Mexico is now slowly ramping back up and Peru continues to increase their volumes week by week, to help alleviate pricing pressure. Domestic harvest has begun and the market is in a nice downward trend.

## AVOCADOS →

The market pressure has finally begun to let up as product arrives on both coasts. Small 48ct fruits are stable, while larger fruit still commands a premium. Mexican production is steady, and California is in full swing.

## BROCCOLI →

Supplies continue to be good with great quality as well. Market is steady.

## BRUSSEL SPROUTS ↑

With supply falling well below normal levels and consistent demand, the market is quite active and prices are rising. Expect this to continue over the next couple weeks.

## CAULIFLOWER →

Supply is steady with optimal quality in size, texture, and color. Market will remain steady.

## CELERY →

Supplies are full and favorable for the large sizes with ideal conditions coming out of Salinas.

## CORN →

Favorable weather in south Florida continues to ensure great quality and full yields through Memorial Day! North Florida and Georgia will pick up soon as well.

## CUCUMBER →

The market is stabilizing on cucumbers as multiple regions come on, including Georgia. Output is expected to increase from here.

## EGGPLANT →

Volume and quality is great out of Mexico. While Florida is currently light, warm weather is moving north and increasing yield, so much so that Georgia is ahead of schedule!

## GREEN BEANS →

Supplies are a bit light following the high Easter demand, but as fields transition northward in Central Florida and Georgia the market will soften.

## LETTUCE →

**Iceberg:** Quality remains above average and weights remain full, due to ideal weather conditions. Production out of Salinas is steadily plentiful.

**Leaf:** Availability is great for green, red leaf and butter lettuce. Quality is excellent from everything to weight and texture. Romaine hearts remain steady.

**Tender Leaf:** Overall quality for arugula, spinach, and cilantro remains good due to ideal weather in the Salinas region. Market is steady.

## ONIONS ↓

### VIDALIA ONIONS ARE HERE!

Locally grown Vidalia onions are now available out of South Georgia! Domestically, storage supplies are strong, with ample availability of yellow and white onions, while red onions are tighter. Fresh summer onions may exhibit different qualities and shelf lives than storage onions and consideration for this will be necessary.

## PEPPERS →

While Florida moves from southern to northern growing regions, we're seeing some off-grade fruit. Georgia will start sometime in May. Nogales' season is ending, but Coachella is beginning this week. Supply will be just adequate and quality and sizing will improve over the next couple of weeks.

## POTATOES ↓

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 and quality out of Florida's growing regions is steady and Georgia is beginning this month. Supply from out west continues to be moderate.

## TOMATOES →

Quality and sizing is great across the board, but there may be a momentary lapse in supply as growing regions continue to ease into transition. This may influence romas specifically.

## STRAWBERRIES →

**Local strawberries are now available out of Georgia!** Following Mother's Day demand and good growing conditions out West, overall availability will increase. Demand will continue to be steady, but quality and supply is ideal for this time of year.

## BERRIES →

**Blackberries:** Supplies are finally improving as warmer weather helps to push production in key growing regions and friction at the border has dissipated. Organic volumes will be plentiful as well.

**Blueberries:** **Local blueberries are now available out of Georgia!** While Mexican production remains limited, yields are increasing in a handful of domestic growing regions.

**Raspberries:** Raspberries will remain tight until shortages from Mexico come to an end and growing regions on the West Coast really get going.

## 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:** The market is steady with no downward movement. Fruit is peaking on the smallest sizes with large fruit hardly available. Incoming rain may help increase overall yield.

**Oranges:** Market will begin trending upward as we move past peak navel season and small fruit will be more limited than large. Valencia oranges will begin properly in June.

## MELONS →

**Cantaloupe:** The market is still strong, although Guatemalan fruit will be affected by tariffs with more info to come. The spring crop from Guatemala and Mexico is peaking at larger sizes. The domestic season should pick up in late May.

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**Watermelon:** **Local watermelons (seeded or seedless) are now available!** As the offshore season winds down, domestic melons are picking up this spring with good quality so far.

## PINEAPPLE ↑

Supply remains tight, with peak volumes not expected until late-May. Crownless pineapples are particularly limited due to labor constraints.

## STONE FRUIT ↓

**LOCAL GEORGIA PEACHES ARE NOW AVAILABLE!** The domestic season is here with peaches and nectarines hitting the market one after the other. Cherries and apricots have begun as well, but stay light for now. Plums will come later no earlier than late May. The market for kiwi is steady.

