

5 MAY, 2025 | ¡FELIZ CINCO DE MAYO!

THE FRESH REPORT

EAST COAST

We have quite the week ahead in the Tifton, GA growing region. Things will start off mostly sunny early in the week but the latter half will be hit heavily with thunderstorms Thursday through Sunday, so expect $\frac{1}{4}$ to $\frac{1}{2}$ half inches of rain each of those days. During the sunny days the average temps will be highs in the mid to low 80s and lows in the low 60s. Throughout the rainy back portion of the week, highs will land more around the upper 70s and lows will still be in the low 60s.

WEST COAST

Salinas will warm up a bit this week with highs reaching the low 70s and upper 60s. Lows will hug tight to 50°F give or take. It will be mostly sunny skies in CA.

YEARS MEXICO

Mostly sunny skies in Ensenada this week following some minimal rain on Sunday. Highs will range from the mid 60s to lower 80s as the week goes on. Lows will follow ranging from the mid 50s to lower 60s.

ATLANTA . GEORGIA



ESTD. 1994

ROYAL

ATLANTA . GEORGIA

ASPARAGUS →

Supplies have begun improving gradually. While production out of Mexico remains limited, Peru's output rises with each week. Domestic harvest will begin in a matter of weeks. Expect the market to recover slowly.

AVOCADOS →

The market pressure has finally begun to let up as product arrives on both coasts. Small 48ct fruits are stable, while larger fruit commands a premium. Mexican production is still slowed around the holiday, but 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 now steady with optimal quality in size, texture, and color with minimal mildew.

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 eventually pick up as well.

CUCUMBER →

While things are stable now, as south Florida slows down, supplies may tighten until Georgia properly picks up. Mexico still pulls steady supply.

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 →

Demand is particularly high leading up to Mother's Day as volumes continue to come from multiple regions in California.

BERRIES ↑

Blackberries: Demand exceeds supply here as well as a result of an overall shortage. Due to poor weather in Central Mexico affecting quality, the USDA is rejecting some product at the border. Things will be relatively scarce until California, Florida, and Georgia properly begin their seasons.

Blueberries: Shortages are affecting the blueberry supply as well, but Florida has begun with some small volumes and Georgia is right around the corner as well. Supplies will improve across the board through May as multiple regions including California begin production.

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: The market has been momentarily elevated to such strong demand ahead of Cinco de Mayo, but should ease through the week. Fruit is peaking on smaller sizes with good quality.

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 April/early May.

Honeydew: 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 April/early May.

Watermelon: As the offshore season winds down, domestic melons are picking up this spring with good quality so far. Availability is leaning on the larger side and local watermelons are available now too.

PINEAPPLE →

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

STONE FRUIT →

Imported stone fruit will soon be on its way out with domestic fruit to take over. Cherries will hit the market soon and peaches, nectarines, and apricots will be right behind. Plums will come later no earlier than late May. The market for kiwi is steady.

