



2 JUNE, 2025 | GREAT LOCAL QUALITY

# THE FRESH REPORT

## EAST COAST

The growing area around Tifton, GA will be particularly hot and sunny following this past week of heavy rain. High temps will reach as high as 93°F Tuesday through Thursday and be either 91 or 92 the other days. Lows will be equally as elevated, sitting in the high 60s to lower 70s as the week goes on. And then again we'll have a rainy weekend.

## WEST COAST

Salinas will see a pretty consistent week of mostly sunny skies and moderate temps. Highs will be very tight right at 68°F and lows will be in the mid to low 50s.

## MEXICO

Conditions will be mostly sunny with some clouds this week in our Mexican growing region. Highs will range fully throughout the 70s and lows will hover around 60°F.



## 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 →

Brussel sprout supplies are continually improving and the market should follow this downward trend over the next few weeks until normal.

## CAULIFLOWER →

The market for cauliflower is slightly elevated due to a gap in production. There will be some pricing pressure until things normalize and supplies rebound.

## CELERY →

The market is steady with moderate demand. Quality is there and availability is good across the board.

## CORN ↓

Local Georgia corn is now available! Favorable weather in the Southeast continues to ensure great quality and full yields.

## CUCUMBER ↓

Georgia is now the top supplier of volume for the Southeast now with high quality across the region. Out west, supply remains adequate and Mexico is ramping up again.

## EGGPLANT →

Markets are currently stable at somewhat elevated levels. Georgia remains one of the top producers right now, with help from falling prices on Mexican product.

## GREEN BEANS →

Butter beans are available out of Georgia now too! Supplies were a bit light following the high Easter demand, but as fields have transitioned northward into Georgia things are softening.

## LETTUCE →

**Iceberg:** Quality has improved with some rare instances of discoloration, and availability is full.

**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 →

Georgia has filled in with great volumes so far, while other regions in the Southeast are still picking up. Production and quality out of California is good, but Mexican crop has some quality concerns, so local product is your best bet.

## POTATOES ↓

Market conditions are ideal with plentiful storage supply out Idaho, where sizing and quality is optimal. This summer is a wonderful time for potatoes!

## SQUASH, ZUCCHINI ↓

The supply and quality out of the Florida and Georgia growing regions is strong. Supply from out west continues to be moderate.

## TOMATOES →

Supply is moderate in the South and production is churning out from multiple growing regions. Mexican supply will begin to replace US supply in the coming weeks.

## STRAWBERRIES →

**Local strawberries are now available out of Georgia!** Production has filled in across all growing regions and markets have eased up accordingly. Quality is excellent.

## 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!** Yields are increasing in Georgia and Central California, Mexican production remains limited.

**Raspberries:** Solid output from Mexico has finally restored some tension and improved availability has helped the market.

## LEMONS, LIMES, ORANGES ↑

**Lemons:** Markets continue to be strong with the smaller sizes/higher counts in limited supply.

**Limes:** Limited rain in key growing areas continues to fuel the sizing problem. Peaking on the smallest sizes, large fruit is scarce, and the market is firm.

**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 domestic melon season is finally here! As we transition out of the offshore season, domestic melons are coming in with great quality, sizing, and Brix levels and plentiful availability. The market is strong.

**Honeydew:** The domestic melon season is finally here! As we transition out of the offshore season, domestic honeydews have started slower than cantaloupe, but fruit of Nogales has better sizing and availability.

**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 →

Pineapple supplies are nice and abundant this week. Volume and color out of Costa Rica is ideal.

## STONE FRUIT ↓

**LOCAL GEORGIA PEACHES ARE NOW AVAILABLE!** The domestic season is here with peaches and nectarines hitting the market one after the other with increasing volumes. Cherries and apricots have begun as well, but stay light for now. Plums have just started arriving!

