



9 JUNE, 2025 | GREAT LOCAL QUALITY

THE FRESH REPORT

EAST COAST

This summer has brought many storms to the Georgia growing region. This week will start with scattered storms on Monday and Tuesday and more to come Friday and Saturday. Highs will remain in the mid to upper 80s throughout the week reaching 90°F over the weekend. Lows will be quite high themselves, sitting somewhere between 71°F and 73°F the whole week.

WEST COAST

Another consistently moderate and sunny week in Salinas with some partial cloud cover. Highs will slowly taper from 68°F to 62°F as we progress through the week, with lows to follow from 55°F to as low as 49°F.

MEXICO

The growing region in Baja California will be characteristically sunny this week. Highs will range from the mid to upper 70s throughout the week and lows will stick tight around 61°F give or take 1 or 2 degrees.



ASPARAGUS →

Despite the conclusion of Washington's season last week, Michigan is still providing good domestic volume with Mexico and Peru. The market should stay stable with good conditions.

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 steadying, 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 has evened out due to restored production and supply and quality are strong again.

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 →

We are currently transitioning growing regions as the southeast wraps up and focus shifts back to out west. California is providing consistent volume and quality.

GREEN BEANS →

Butter beans are available out of Georgia now too! Supplies are good and the market is steady thanks to solid volumes out of the southeast, specifically Georgia.

LETTUCE ↓

Iceberg: Weight and quality are currently optimal as supply is full industry-wide.

Leaf: Availability is great for green, red leaf and butter lettuce. Weight and sizing are above average, and quality is strong, but some fringe and tip burn has been reported. Romaine hearts remain steady.

Tender Leaf: Quality and sizing remain ideal for all tender leaf items: spinach, arugula, cilantro, etc. Texture and color are strong and vibrant. The market is expectedly 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: Local blackberries are now available out of Georgia! Georgia volumes are steady and picking up. Yields out West are consistent as well.

Blueberries: Local blueberries are now available out of Georgia! Yields are increasing in Georgia and Central California, Mexican production remains limited.

Raspberries: While the full volumes we've grown used to out of Mexico are beginning to dwindle down, California's growing region is coming on.

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 are ramping up, beginning with fruit on the smaller size, but excellent Brix levels and overall quality. Expect oranges to size up throughout the month.

MELONS →

Cantaloupe: Cantaloupe production is strong out of the desert region, with domestic melons peaking at 9 cts, and smaller sizes becoming relatively more limited. Cantaloupes are also available on the East Coast with great quality, sizing, and Brix levels.

Honeydew: Domestic honeydews are rolling in steadily with 5/6 sizes peaking. Honeydew out of Mexico are still available with ideal quality.

Watermelon: Local YELLOW watermelons are now available! Quality and availability are good out of Florida and Mexican melons remain steady as well.

PINEAPPLE →

Pineapple supplies, crowned or crownless, 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 with prevalent availability and optimal quality. Cherries are in season as well. Apricots are available too, as a preorder. And on top of it all, plums have just begun rolling out, finally.

