



FRESH PICKS



Florals for Easter and Mother's Day are arriving in strong seasonal supply, bringing a fresh, vibrant mix of spring favorites. Classic Easter varieties like **lilies**, **tulips**, **daffodils**, and **hyacinths** are in peak bloom, while Mother's Day features a wider assortment including **roses**, **peonies**, **hydrangeas**, and mixed bouquets in bright, cheerful colors.

Now is the time to secure orders to ensure the best selection and peak availability. As demand builds closer to both holidays, early planning is key to maximizing assortment and freshness.

DON'T FORGET



Fresh fruit is always an Easter staple for holiday menus and displays, and California grown **strawberries** are an excellent option right now with strong supply, vibrant color, and improving flavor. They're the perfect choice for both presentation and seasonal dishes. Yum!

IN SEASON!



Strawberries



Oranges



Asparagus



Fruit Update

Apples: **Apple** season, along with its low supply of small sized fruit, continues steadily. The California season is shaping up to end early this year, and fruit from California will not be available again until after summer. Until then, supply is still expected to be stable, along with fruit that skews larger in size. Pricing for food service sizes remain elevated due to low supply. Expect steady supply, pricing, and good quality.

Avocados: Demand and supply for **avocados** are also steady, keeping prices firm for the week. Crop out of Mexico is still steady, and quality is great. Market conditions should remain steady again this week and into next.

Berries: **Blackberry** conditions remain fairly steady. While cold weather in Central Mexico has affected harvest, leading to lower supplies, low demand is also keeping the market steady. The Mexico season is slowing, while the California season is set to begin soon. Quality is average.

Blueberry conditions remain firm, and the Mexico season is starting to slow. Weather in Florida, Georgia, and Texas has affected production and supply for the East Coast. Mexico's supply is attempting to fill demand for both the East and West Coasts. The California season should be starting in April and will help with supply. Until then, expect low supply and firm conditions. Quality is good, and prices are trending high.

Raspberry production has also been affected as the Mexico season is starting to slow. Prices are rising as supply is dwindling. Expect firm conditions for the week. Quality issues are being reported. Relief isn't expected until mid-April.

Strawberries are continuing to see steady supply and improved quality. Crop is currently coming from California, and volume is continuing to increase. Prices are steady, and the season is expected to continue with ample volume.

Citrus: The San Joaquin Valley continues being the primary growing region for **lemons**. Crop is peaking in 115, 140, and 95 ct. Oxnard is expected to increase production in another week. For now, supply is steady with firm pricing and average quality.

Limes are continuing to experience extremely tight conditions. Prices are also continuing to stay high as supply is down significantly due to weather. Crop is currently coming from Mexico and is skewing smaller in size. Prices are expected to remain elevated. Other than being small, quality is good.

Navel oranges remain the main variety available. Crop continues skewing larger in size. Smaller sizes are not expected to be available for several weeks. Quality is average at best, and firm market conditions are expected again for this week.

Grapes: Supply of imported **red grapes** is holding steady. **Green grape** supply is still tight this week. Prices are firm, and quality is good.

Pears: **Boscs** and **reds** are all in good supply with steady conditions expected for the week. Quality is also good. Imported **bartletts** are coming to an end. **Anjou** supply is tightening. Prices are firm.

Melons: **Cantaloupes** are firming up as supply is down. **Honeydews** are experiencing pest pressure, and low supply. Prices for both are firm.

Tomatoes: Mexican crop is attempting to fulfill supply on both the East and West Coast. but crop has been impacted by disease. Conditions for **rounds, grapes, and romas** are firm again this week. Quality is good, and prices are expected to remain elevated. Relief is not expected until early April.





Vegetable Update

Asparagus: **Asparagus** supply is down. Crop is currently coming from Mexico, and the domestic season is set to begin in mid April. Quality is still average at best, and crop is peaking in smaller sizes. Larger sizes remain scarce. Prices are holding firm.

Bell Peppers: Conditions for **bell peppers** are still firm. Cold weather in Florida has significantly affected supply, and Mexican crop is attempting to fulfill demand on both the East and West Coasts.

Green bell peppers, in particular, are in short supply. Expect increased pricing, as supply is down. Conditions are expected to be firm for several weeks.

Broccoli & Cauliflower: Conditions for **broccoli** are improving compared to the last several weeks. Supplies have increased, and crop is currently coming from Mexico. Quality is also improving, but issues are still being reported. Prices are firm, but conditions are expected to be steady for the week.

Cauliflower is currently coming from Mexico. Volume is also improving. Prices are firm, and quality issues are being reported. Conditions are expected to continue improving and remain steady for the week.

Brussel Sprouts: **Brussel sprout** supplies have improved, and conditions are steady. Quality has also improved. Prices remain firm after a few weeks of low supplies. Conditions are expected to be steady for the week.

Carrots: The California **carrot** market continues to be rattled by weather. Harvest has been severely affected by fog, and supplies are expected to remain tight. Current volume is coming from Mexico. Prices are firm. Relief is not expected for several weeks.

Celery: **Celery** conditions have improved as volume out of Southern California is increasing. Crop is skewing toward smaller sizes, and prices are firm but steady. Quality is being affected by warm weather.

Cucumbers: **Cucumber** supply is tight again this week. Mexico harvest is low, and imported crop is tight. While steady, prices are firm, and relief is not expected until early April. Quality is good.

Lettuces: **Iceberg** supply has improved. Crop is experiencing some quality issues, though, due to warm temperatures. Current crop is coming from Yuma. The Huron season is set to begin in another week or so. Steady market conditions are expected again this week.

Conditions for **romaine, and green and red leaf lettuces** are also steady. Quality issues are still being reported due to warm temperatures and insect pressure. Expect firm prices and average quality.

Tender leaf lettuce supplies are continuing to improve. Crop is currently coming from Oxnard, Yuma, and Mexico. Prices are firm, and quality is being impacted by warm temperatures. Expect steady conditions for the week.

Onions & Potatoes: **Onions** continue coming from the Washington and Idaho regions. **White onions** are experiencing better conditions than the last several weeks, but prices are still firm. Overall supply is steady.

Green onions supplies are improving after several weeks of tight conditions. Prices are firm, but quality is expected to be impacted by warm temperatures.

Potatoes are still coming from Washington and Idaho. Conditions remain steady. Prices are firm, and quality is excellent.





STRAWBERRY SHORTCAKE CUPS

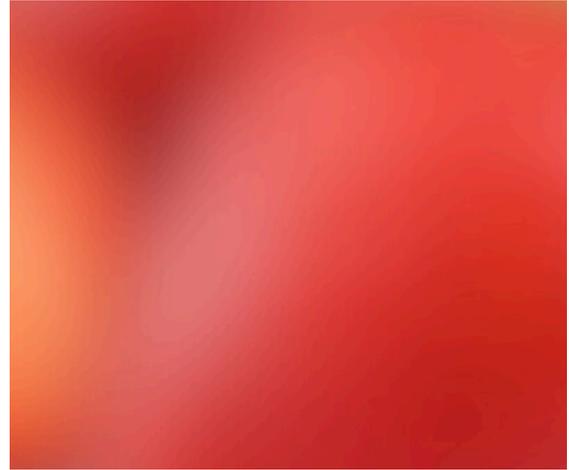
Quick Directions: Layer sliced fresh strawberries with whipped cream and cubed pound cake or biscuits for an easy, grab-and-go dessert. Add a drizzle of honey or a splash of vanilla for extra flavor. These are perfect for spring menus and quick assembly!

STORAGE TIP OF THE WEEK

Keep strawberries refrigerated and dry. Do not wash until ready to use. Store in their original container or a breathable clamshell, and for best quality, use within 2-3 days. Removing any damaged berries early will help extend shelf life.

PRODUCE TRIVIA

What fruit do Americans typically eat 8 lbs. of every year?



Answer revealed next week!

Answer to last week's riddle: Sailors once carried cabbage onboard during long voyages to help prevent scurvy.

DID YOU KNOW?

Strawberries are the only fruit with seeds on the outside. Each berry can have around 200 seeds! They're also one of the first fruits to arrive in spring, making them a seasonal favorite year after year.

For updated prices and availability, contact us at

(916) 441-6431

or

solutions@generalproduce.com

