



FRESH PICKS



As Easter weekend approaches, it's the perfect time to celebrate with fresh, vibrant spring recipes and seasonal florals. From colorful berries and crisp spring vegetables to beautiful blooms like lilies and tulips, this time of year brings a natural freshness that enhances any holiday spread or display.

We hope everyone enjoys a wonderful Easter weekend filled with great food, beautiful weather, and time with loved ones. Thank you, as always, for your continued support. We truly appreciate your business and look forward to helping you with all your produce and floral needs this season.

ALERT



Tomato markets are currently on the rise, with prices increasing and expected to remain elevated for at least the next two weeks. Supplies are tightening as Mexico works to support demand across both the East and West Coasts, putting additional strain on already limited availability due to ongoing weather challenges.

IN SEASON!



Kale



Strawberries



Artichokes



Fruit Update

Apples: Apples are still skewing larger in size, making smaller size crop less available. Supply is stable, and pricing for food service sizes remains elevated due to low supply. Expect steady conditions for the week, including firm prices and good quality.

Avocados: The California **avocado** season started this week! While crop is currently coming from Mexico, California fruit will soon be available. Demand and supply are steady, keeping prices firm. Quality is great. Market conditions should remain steady again this week and into next.

Bananas: Banana prices are escalating due to fuel costs. Expect higher price points.

Berries: **Blackberry** conditions are firm. The Mexico season is slowing, and crop has been affected by weather. The California season is set to begin sooner than normal due to the warm weather. Quality is good, and prices are firm.

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 still high due to low supply. Expect firm conditions again this week. Quality issues are being reported. Relief isn't expected until mid-April.

Strawberries are continuing steadily. Supply is up, and quality has also improved. Crop is currently coming from California. 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 this 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, but Valencias will be available in April. Crop continues skewing larger in size. Quality is average at best, and firm market conditions are expected again for this week with limited availability of smaller sized crop.

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. Quality is also good. **Bartletts** have ended, and **anjou** supply is tightening. Prices are firm.

Melons: **Cantaloupes** and **honeydews** are seeing an increase in demand for the upcoming Easter holiday. Expect firm prices. **Honeydews**, in particular, are experiencing low supply.

Tomatoes: Tomato prices have escalated. **Rounds, romas, and grape** tomatoes are seeing the most significant impact, with reduced volume and overall poor quality. As a result, shippers are struggling to meet demand, and buyers should anticipate continued supply constraints and inconsistent product.





Vegetable Update

Asparagus: **Asparagus** supply is down due to warm temperatures affecting production. Crop is currently coming from Mexico, and the domestic season is set to begin in mid April. Quality is still average at best. 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. Relief is not expected until the Coachella season begins in mid-April.

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

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

Brussel Sprouts: **Brussel sprout** supplies and conditions are steady. Quality issues are being reported, though. Prices remain firm after a few weeks of low supplies and poor quality. Conditions are expected to be steady for the week.

Carrots: **Carrot** supplies out of the Imperial Valley, Yuma, and Coachella are currently being impacted by extreme desert heat. Excessive heat can reduce overall yield, stunt growth, and negatively affect quality and sizing. As a result, volumes are tightening, and much of the available product is coming in significantly smaller than normal, with limited larger sizes available.

Celery: **Celery** is experiencing steady supply and low demand, leading to low price points and soft market conditions. Crop is currently coming from Southern California. Prices are low, and quality is good.

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 to mid April. Quality is good.

Lettuces: **Iceberg** conditions are steady. Despite warm temperatures, quality has improved. Current crop is coming from Yuma. The Huron season has started, and volume is steady. Expect firm prices for the week.

Conditions for **romaine, and green and red leaf lettuces** are also steady. Crop is currently coming from Huron and Yuma. Warm temperatures may impact crop this week. 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. Prices are being impacted by fuel costs. Overall supply is steady, and quality is good.

Green onions supply continues to improve after several weeks of tight conditions. Prices are firm, but quality is expected to be impacted by warm temperatures. Conditions are steady for this week.

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





EASTER BERRY PARFAITS

Quick Directions: Layer fresh strawberries and blueberries with vanilla yogurt and granola for a light, colorful treat. Top with a drizzle of honey and a sprig of mint for a bright, spring-inspired dessert perfect for Easter brunch.

STORAGE TIP OF THE WEEK

Keep berries refrigerated and unwashed until ready to use to maintain freshness through the Easter weekend. Store them in a breathable container and remove any soft or damaged pieces to extend shelf life and keep displays looking their best.

For updated prices and availability, contact us at

(916) 441-6431

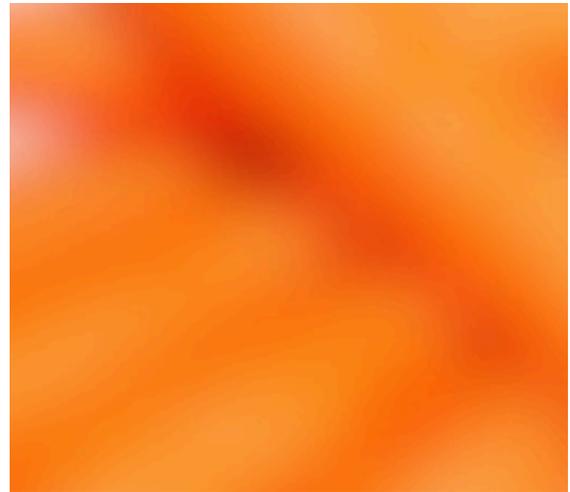
or

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PRODUCE TRIVIA

Which popular Easter vegetable was originally grown for its leafy tops rather than its root?



Answer revealed next week!

Answer to last week's riddle: Americans eat an average of 8 lbs. of strawberries each year.

DID YOU KNOW?

Many traditional Easter meals highlight fresh, seasonal produce. Spring vegetables like asparagus, carrots, and leafy greens are at their peak, making them a natural fit for holiday dishes and displays.