



## FRESH PICKS



As spring settles in, the produce landscape begins its shift back to California-grown crops, bringing a refreshing change in both quality and variety. After months of relying more heavily on imports and desert regions, this transition signals improved consistency and freshness as supply chains tighten closer to home.

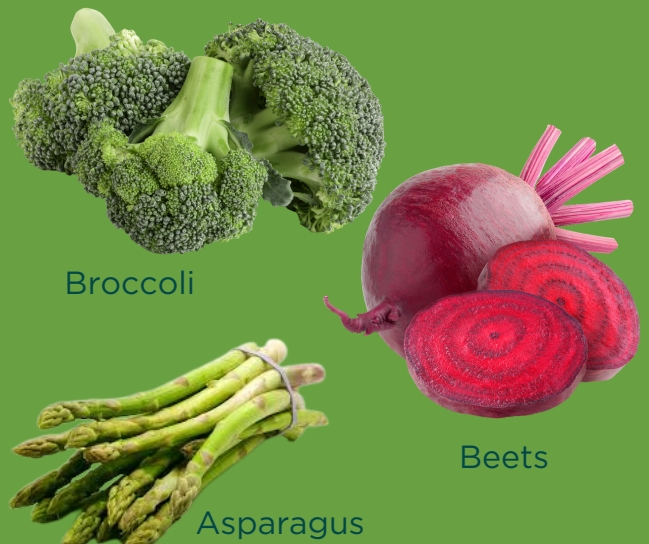
At the same time, berry season is beginning to hit its stride, with juicy strawberries and raspberries becoming more plentiful and flavorful by the day. It's the perfect time to start planning for outdoor gatherings, fresh menus, and easy, seasonal dishes.

## DON'T FORGET



Mother's Day florals are beginning to move quickly, and now is the time to secure orders while supplies are still available. Current quality is strong, but as demand builds, availability may tighten. Ordering early helps ensure the best selection and freshness for the holiday.

## IN SEASON!



Broccoli

Beets

Asparagus



## 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 than normal.

**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. While the California season should be starting in the next couple of weeks, growers are not optimistic about supply levels. We may be seeing low supplies even when transitioning to domestic crop. Expect firm prices, and good quality.

**Raspberry** production has also been affected as the Mexico season is slowing. 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 larger sizes, making smaller sizes hard to find and prices slightly higher. 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** are still the main variety available, but **Valencias** will be available in the coming weeks. 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 tightening due to weather. 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:** **Cantaloupe** supplies are steady, while **honeydew** supplies are low. Prices are firm for both. Quality is good.

**Tomatoes:** Tomato prices are still high. **Rounds, romas, and grape** tomatoes are seeing the most significant increase, 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 still down due to warm temperatures slowing 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 mid April. Quality is good.

**Lettuces:** **Iceberg** is slightly tighter conditions this week, along with firm price points. Quality is being impacted by warm weather. Crop is currently coming from Salinas. Expect firm prices for the week and poor quality.

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 quality again 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** are seeing a slight rise in demand and are also seeing an increase in pricing due to transportation related costs. Crop is currently coming from Idaho. Overall supply is steady, and quality is good.

**Green onions** supply continues to improve after several weeks of tight conditions. Prices are firm, and quality has also improved. Conditions are steady for this week.

**Potatoes** are still coming from Washington and Idaho. Crop is peaking in medium to large sizes. Conditions remain steady. Prices are firm, and quality is excellent.





## BERRY YOGURT BARK

Quick Directions: Spread Greek yogurt onto a parchment-lined tray, swirl in a little honey, and top with fresh strawberries, blueberries, and raspberries. Freeze until solid, then break into pieces for a refreshing, healthy treat that's perfect for warm spring days.

## STORAGE TIP OF THE WEEK

For longer-lasting berries, try a quick vinegar rinse (1 part vinegar to 3 parts water), then dry thoroughly before storing in the fridge. This helps reduce mold and keeps berries fresher, longer.

## PRODUCE TRIVIA

Which berry was once so valuable in Europe that it was used for medicinal purposes and even as a symbol of wealth?



Answer revealed next week!

Answer to last week's riddle: Carrots were originally grown for their leafy green tops rather than their roots.

## DID YOU KNOW?

Raspberries and blackberries aren't technically berries. They're "aggregate fruits," meaning they're made up of lots of tiny individual drupelets clustered together!

**For updated prices and availability, contact us at**

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