



FRESH PICKS



Organic, California-grown **peaches** and **nectarines** will begin arriving in late April through early May, marking the start of stone fruit season. It's not too early to begin planning menus, promotions, and feature items around these highly anticipated fruits.

As volumes build, expect improved availability, better sizing, and the sweet, juicy flavor profile that drives seasonal demand. Stone fruit is always a strong addition to any spring and early summer lineup, and now is the time to start preparing for the transition. Let's get ready to make the most of stone fruit season!

ORDER TODAY



Kiwis from New Zealand are now arriving and available in our inventory, offering excellent quality and peak-season flavor. With strong supply and vibrant taste, now is a great time to start featuring kiwifruit. Reach out to your rep and start ordering today.

IN SEASON!



Asparagus



Avocados



Fruit Update

Apples: **Apple** supplies are tightening. Fruit continues to skew larger in size, making smaller size crop less available. Pricing for food service sizes remains elevated due to lower supply. Expect steady conditions for the week, including firm prices and good quality.

Avocados: The California **avocado** season is proving to be steady so far. Crop is peaking at 48 ct., and demand is also keeping steady. Quality is great. Market conditions should remain consistent again this week and into next as California fruit is entering the market.

Bananas: **Banana** prices remain higher than normal due to fuel costs. Expect higher price points to continue for the foreseeable future.

Berries: **Blackberry** conditions are improving. The Mexico season has started to slow, but the California season is set to begin sooner than normal due to the warm weather. Relief is expected by the end of the month. Quality is good, and prices are firm.

Blueberry conditions are also seeing some relief. The Mexico season is starting to slow, but supply is still steady. While the California season should be starting in the next couple of weeks, growers are not optimistic about supply levels due to warm temperatures. Expect firm prices, and good quality with steady supply for now.

Raspberry production has also slowed as the Mexico season is ending. Prices are still firm due to low supply. Expect firm conditions again this week. Quality issues are being reported. Relief isn't expected for another week.

Strawberry production was affected by rain in California. Harvesting has slowed, leading to lower yields. While supply is down slightly, prices are steady, and the season is expected to continue with ample volume.

Citrus: **Lemons** are continuing to come from the San Joaquin Valley, while supply from Ventura is expected to pick up soon. 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.

While **limes** are seeing some relief after several weeks, it's not expected to last for long due to the upcoming Cinco de Mayo holiday demand. Small sizes are still scarce with higher price points. Prices are expected to remain higher than normal as crop continues peaking in larger sizes. Other than being small, quality is good.

Navel oranges are peaking in larger sizes, and small sizes are still very limited. **Valencias** will be coming available in the next several weeks. Quality continues to be poor, and firm market conditions are expected again for this week with limited availability of smaller sized crop.

Grapes: Supply of imported **red grapes** has tightened due to weather. **Green grape** supply also remains tight, too. 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 remain 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 in price, with reduced volume and overall poor quality. Supply continues to be lower than demand, and relief is still not expected for several weeks. Yet again, quality is poor, prices are high, and the market is tight.





Vegetable Update

Asparagus: **Asparagus** supply continues to struggle due to warm temperatures in Mexico slowing production. Imported crop from Peru is helping ease tight conditions, but quality is not great. Prices will be high again this week.

Bell Peppers: Conditions for **bell peppers** are still firm and will remain so until the Coachella season begins, and crop enters the market. Relief is expected around the end of the month. **Green bell peppers** remain especially in short supply. Crop is currently coming from Mexico. Expect prices to remain elevated while supply is down.

Broccoli & Cauliflower: Conditions for **broccoli** have tightened after rainy weather. Supply is down, and prices are elevated. Quality is okay, but issues are still being reported. Relief is not expected for several weeks due to another incoming storm.

Cauliflower has also been affected by rain weather. Quality issues are being reported, and prices are firm. Similar to broccoli, relief is not expected for several weeks due to inclement weather.

Brussel Sprouts: **Brussel sprout** supplies have tightened, and quality issues are being reported. Prices remain firm after weeks of low supply and poor quality. Conditions are expected to be tight again this week.

Carrots: The Imperial Valley is currently the primary growing region for **carrots**, with Bakersfield expected to come back online in the next 3-4 weeks, weather permitting. Reduced availability out of Bakersfield prompted an earlier-than-usual shift into the Imperial Valley, where crops were still developing and sizing remained below ideal levels. With a few additional weeks of growth, both sizing and overall availability are expected to improve.

Celery: **Celery** has been impacted by rain, leading to firmer price points than last week. Crop is currently coming from Southern California. Upcoming rain may further impact harvest. Quality is okay.

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 for another week or two. Quality is good.

Lettuces: **Iceberg** has been impacted by rainy weather. Conditions will be tight this week, along with high price points. Quality has also been impacted by weather. Crop is currently coming from Salinas. Expect firm prices and poor quality.

Similarly, conditions for **romaine, and green and red leaf lettuces** have been impacted by weather. Crop is currently coming from Huron and Yuma. Expect firm prices and average quality. Relief is expected in another week or so along with better quality.

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

Onions & Potatoes: **Onions** have also been impacted by weather, and with rain in the upcoming forecast, supplies will remain tight. Quality has also been affected. Expect firm prices.

Green onions supply is steady. Prices are firm, and quality is good. 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.





KIWI HONEY YOGURT CUPS

Quick Directions: Layer vanilla yogurt, sliced kiwi, and granola in a cup or jar. Drizzle with honey and add a sprinkle of chia seeds for extra crunch. Fresh, simple, and perfect for spring snacking.

STORAGE TIP OF THE WEEK

Keep unripe kiwis at room temperature until they soften. Once ripe, store them in the refrigerator to extend freshness for up to a week. Want to speed up ripening? Place them in a bag with bananas or apples.

PRODUCE TRIVIA

What fruit contains an enzyme called Actinidin, which can tenderize meat and break down proteins?



Answer revealed next week!

Answer to last week's riddle: Watermelon is the melon with the highest water content. Each watermelon is about 92% water.

DID YOU KNOW?

Kiwifruit actually originated in China and was later popularized in New Zealand, hence the name "kiwi"! Despite its small size, it packs more vitamin C than an orange.

For updated prices and availability, contact us at

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or

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