



FRESH PICKS



The **tomato** market remains highly volatile as extremely low supply continues to drive conditions. Ongoing shortages on the East Coast, combined with weather challenges and transitional growing regions, are tightening availability across the board. **Round tomatoes** are seeing the greatest impact, with supply struggling to meet demand.

Prices are reaching the highest levels we've ever seen, creating a market unlike anything in recent years.

DON'T FORGET



Mother's Day is right around the corner! Now's the time to secure your floral orders before inventory starts to tighten. We're seeing strong supply now, but it won't last as demand picks up quickly. Place your orders today to ensure the best selection and quality for the holiday.

IN SEASON!



Strawberries



Artichokes



Kale



Fruit Update

Apples: **Apple** conditions remain the same. Supplies have tightened, but demand is also easing. Fruit continues to skew larger in size, making smaller size crop less available. Pricing for food service sizes remains elevated. Expect steady conditions for the week, including firm prices and good quality.

Avocados: The California **avocado** season is continuing steadily. 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 high 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 beginning sooner than normal. Relief is expected by the end of the month as the California season gains momentum. Quality is good, and prices are firm.

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

Raspberry production has 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 when the California season begins.

Strawberry production has been affected by rain in California. While supply is down, prices are steady, and the season is expected to continue steadily.

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.

Limes are seeing some relief after several weeks. Demand is expected to increase with Cinco de Mayo, and 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 both imported **red grapes** and **green grapes** remain tight, and relief isn't expected this week. Prices are firm, and quality is good.

Pears: Prices are still firm for pears. **Boscs** and **reds** are in good supply with steady conditions. Quality is also good. California **bartletts** are expected to start in several weeks.

Melons: **Cantaloupe** supplies are steady, and **honeydew** supplies have increased. Prices are firm for both. Quality is good.

Tomatoes: Tomato prices continue escalating. **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 becoming exceedingly high, and the market is tight.





Vegetable Update

Asparagus: **Asparagus** supply continues to struggle. Crop is currently coming from Mexico, which is seeing a decrease in 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 when crop is able to recover from the bad weather.

Cauliflower has also been affected by rainy weather. Quality issues are being reported, and prices are firm. Similar to broccoli, relief is not expected for several weeks due the affects of wet 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 still the primary growing region for **carrots**, with Bakersfield expected to come back into production in the next several 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. Similar to other crops, rain has impacted harvest. Quality is okay.

Cucumbers: **Cucumbers** are seeing some relief after experiencing low supply. Mexico harvest has picked up. While steady, prices are firm. Quality is good, and conditions are expected to hold steady for the week.

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. California is now the primary growing region, and harvest has been impacted by recent rain. 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.





HONEY GRILLED STONE FRUIT

Quick Directions: Slice peaches, nectarines, and plums in half and remove pits. Lightly brush with oil and grill cut-side down for 3-4 minutes until caramelized. Drizzle with honey, sprinkle with fresh herbs like mint or basil, and finish with a pinch of sea salt. Serve warm on its own or over yogurt or ice cream.

DID YOU KNOW?

Stone fruits, like peaches, nectarines, plums, and apricots, get their name from the hard “stone” or pit inside. That pit protects the seed, helping these fruits thrive in warm, sunny climates like California’s Central Valley.

PRODUCE TRIVIA

What fruit is actually a smooth-skinned variety of peach?



Answer revealed next week!

Answer to last week’s riddle: Kiwi contains an enzyme called Actinidin, which can tenderize meat and break down proteins

STORAGE TIP OF THE WEEK

Keep stone fruit at room temperature until ripe—they’ll soften and develop their best flavor off the tree. Once ripe, refrigerate to extend shelf life for a few extra days. Pro tip: avoid stacking to prevent bruising and keep them at peak quality.

For updated prices and availability, contact us at

(916) 441-6431

or

solutions@generalproduce.com

