



FRESH PICKS



DON'T FORGET



Celebrate your graduate with a timeless tradition. **Fresh floral leis** are now in stock and available to order for graduation season. A beautiful symbol of love, honor, and accomplishment, these handcrafted leis make the perfect gift for your upcoming graduate. Supplies are limited, so place your order today!

California **avocado** season is here, and supplies are looking great with excellent quality, rich flavor, and steady availability. With peak season underway, now is the perfect time to add fresh California avocados to menus, displays, and promotions. Buy now while conditions remain favorable.

Avocados are not only delicious and versatile, but they're also packed with nutritional benefits. Full of heart-healthy fats, fiber, potassium, and essential vitamins, avocados are a fresh favorite consumers continue to reach for all season long.

IN SEASON!



Eggplant



Strawberries



Asparagus



Fruit Update

Apples: **Apple** conditions are predictably the same and on track for the usual summer decline. 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, including firm prices and good quality.

Avocados: The California **avocado** season continues on good terms. 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.

Berries: We are about to enter peak **blackberry** season. Crop is currently coming from California, and supply is excellent even with the Mexico season winding down. Quality is good, and prices have lowered due to an influx in volume entering the market. Expect steady conditions again this week. Enjoy!

Similarly, **blueberry** conditions are steady. California product is dominating the market, and prices are easing after a couple of weeks of firm pricing. Quality is good, and conditions are expected to be steady this week.

California's **raspberry** supply is gaining momentum, helping ease tight conditions. Prices remain firm, though. Expect steady conditions this week and into next as the California season continues to pick up. Quality is good.

Strawberry production is still struggling to recover after rain earlier this month. Supply and quality are expected to improve in the coming weeks, as the Salinas and Watsonville regions pick up momentum. For now, prices are firm but expected to soften as more California product enters the market by the end of the month. Quality is also currently unpredictable but expected to improve in the coming weeks.

Citrus: The San Joaquin Valley and Ventura regions are the primary growing regions for **lemons**. Supply from Ventura has picked up, but crop continues 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 finally seeing steadier, more predictable conditions. Demand has eased, but crop continues peaking in smaller sizes, making larger sizes scarce and higher priced. Supply continues to gain some momentum. However, growers are worried about upcoming hot weather, which may impact quality.

Navel oranges are still peaking in larger sizes, and small sizes are still very limited and will remain so. **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.

Grapes: Supply of both imported **red grapes** and **green grapes** remain tight, but the domestic season has begun. Prices remain firm, and quality is average, but relief is on the horizon!

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

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

Tomatoes: **Tomatoes** are continuing to see some relief after weeks of extreme conditions. The market is beginning to trend downward with increased supply. Improved quality and volumes are expected in the coming weeks after several weeks of (insanely) high prices. Conditions are expected to continue improving this week.





Vegetable Update

Asparagus: **Asparagus** supply continues to struggle. Volume is expected to increase before the end of the month as the Mexico season ramps up. While imported crop from Peru is helping ease tight conditions, quality is not great, and prices are firm again this week.

Bell Peppers: Conditions for **bell peppers** have improved as Coachella product is entering the market. Crop is peaking in larger sizes. Greens are experiencing the most improvement, while red supply is still a little tight. However, quality is good. Prices are also easing, but will remain firm.

Broccoli & Cauliflower: **Broccoli** is still experiencing pest issues. Supply is down, and prices are also elevated. Quality is poor with issues being reported. For now, expect firm prices and poor quality. Conditions are expected to improve by the end of the month

Cauliflower has also been affected by rainy weather and pest issues. Quality is average to poor, and prices are firm. Similar to broccoli, relief is not expected until closer to the end of the month when crop is able to recover.

Brussel Sprouts: **Brussel sprout** supplies are improving, but quality issues are still being reported. Prices remain firm after weeks of low supply and poor quality. Conditions are expected to continue improving in the coming weeks.

Carrots: Some good news on the **carrot** front! Relief is on the horizon. 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. We're finally getting closer to seeing an improvement in both sizing and overall availability. For now, conditions remain firm, and quality is fair, but conditions are set to improve soon.

Celery: **Celery** continues to experience low supply and high demand, keeping prices firm. Crop is currently coming from Southern California. While quality has improved, expect tight conditions again this week.

Cucumbers: **Cucumber** production has slowed as fields are transitioning, leading to lower supply. Prices are firming up, but volume is holding steady. Quality is average.

Lettuces: **Iceberg** is showing improvement after being impacted by rainy weather. Conditions are still firm with high price points, but quality is improving. Crop is currently coming from Salinas. For now, expect low supply, 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, average quality, and low supply. 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: California is now the primary growing region for **onions**. Quality has improved after being affected by rain. For now prices and conditions are firm.

Green onion supply and prices are steady. Quality is also good. Conditions will be steady for the week.

Potatoes are seeing increased prices due to transportation costs. Crop is peaking in medium to large sizes. Conditions remain steady, but prices are firm.





AVOCADO CORN SALAD

Quick Directions: Combine diced avocado, sweet corn, cherry tomatoes, red onion, cilantro, lime juice, olive oil, salt, and pepper. Toss gently and serve chilled as a fresh side dish or taco topping.

DID YOU KNOW?

Avocados are technically a fruit, and even more surprising, they're classified as a berry. Avocadoes are packed with healthy fats, fiber, potassium, and nearly 20 vitamins and minerals,

PRODUCE TRIVIA

What fruit contains more potassium than a banana and is known for its creamy texture and healthy fats?



Answer revealed next week!

Answer to last week's riddle: Parsley was once used as a natural breath freshener in ancient civilizations.

STORAGE TIP OF THE WEEK

To speed up ripening, place avocados in a paper bag with a banana or apple. Once ripe, store them in the refrigerator to slow the ripening process and keep them fresh longer.

For updated prices and availability, contact us at

(916) 441-6431

or

solutions@generalproduce.com

