



FRESH PICKS



Summer is served! **Watermelon, stone fruit, California avocados,** and **asparagus** are all shining this season, bringing fresh flavor, vibrant color, and excellent quality to menus and events. Whether featured in salads, fruit platters, grilled sides, or refreshing snacks, these seasonal favorites are ready to impress.

As outdoor dining, BBQs, and community events ramp up, fresh produce is an easy way to celebrate the flavors of the season. Whether you're planning a picnic, cookout, or special summer menu, now is the time to take advantage of the best that summer has to offer.

ALERT



Romaine and **iceberg lettuce** supplies are tightening as growers continue to battle virus and disease pressure in key growing regions. Reduced yields and quality concerns have limited availability, leading to higher market prices and potential supply challenges in the weeks ahead.

IN SEASON!



Zespri Green Kiwi



Peaches



Northwest Cherries



Fruit Update

Apples: **Apple** conditions remain much of the same, as supplies are declining at the start of summer. **Granny Smiths**, however, are experiencing steadier supply. Demand has also eased as other fruit seasons are picking up. Crop continues to skew larger in size, making smaller size crop less available. Pricing for food service sizes is still elevated. Expect similar conditions next week, including firm prices and good quality.

Avocados: Peru product has provided some relief to a tight **avocado** market. Prices will still be elevated, though, as supply is low. The Mexico season is wrapping up, while the California season has begun. Expect firm conditions again this week.

Berries: **Blackberry** season is thriving. Crop is currently coming from California, and supply is excellent. Quality is good, and prices have lowered due to an influx in domestic volume entering the market. Expect steady conditions again this week and into next week.

Similarly, **blueberry** conditions are doing well. California crop is in ample supply, and prices are easing after a couple of weeks of firm pricing. Quality is good, and conditions are expected to be steady this week.

Like other berries, California's **raspberry** supply is in full swing, helping keep conditions steady. Prices remain firm, though. Expect steady conditions this week and into next as the California regions continues to provide supply. Quality is good.

Strawberry production remains steady after weather and rain in the Salinas and Watsonville areas. While both regions' seasons are underway, we may see a dip in volume in the coming weeks due to weather. Prices are firm while supply is trying to meet demand and will most likely remain firm for this week and next. Quality has also improved but may be impacted by weather.

Citrus: The Ventura and Oxnard regions are the primary growing regions for **lemons**. While supply is steady, demand has increased, leading to tighter market conditions. Crop continues peaking in larger sizes, making smaller sizes hard. Expect firm prices for this week. Relief is not anticipated for several weeks.

Limes are continuing to see more stable conditions. However, crop continues peaking in smaller sizes, making larger sizes scarce and higher priced. Supply continues to gain momentum. Outlook is good, and more relief is expected in July.

Valencia oranges are becoming more readily available but are also peaking in larger sizes. Small sizes are limited, causing prices to escalate. 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** are increasing, and the Central California season is picking up momentum. Prices remain firm, and quality is good.

Pears: The California **bartlett** season is set to begin before the end of June. Until then, current supply is tight, quality is fair, and prices are firm. Relief is not expected for another month.

Melons: **Cantaloupe** has been affected by disease, leading to impacted supply and poor quality. Expect high prices. **Honeydew** supplies are steady. Prices are firm, and quality is good.

Tomatoes: **Tomato** conditions have mostly stabilized. The market is trending downward with increased supply. Improved quality and volumes are expected to continue this week and into next week as the California season is set to begin soon.





Vegetable Update

Asparagus: **Asparagus** supply continues to improve. Volume will continue increasing in the coming weeks. While imported crop from Peru is helping ease tight conditions, quality is still not great, and prices are firm again this week. Conditions should improve more this week, but we may see another dip in supply at the end of the month as the domestic season wraps up.

Bell Peppers: Conditions for **bell peppers** are firm again this week as they experience a gap between seasons. The Coachella season is winding down, and the Bakersfield season is slowly going to start ramping up. Volume has been impacted, and prices are firm. Crop is also peaking in larger sizes.

Broccoli & Cauliflower: **Broccoli** is doing well after several weeks of poor quality. Supply is gaining momentum again, and quality has improved. Prices are trending downward, and conditions are expected to be steady this week and into next.

Cauliflower has also improved after being affected by pest pressure. While quality is getting better, prices are firm. Prices are expected to ease this week and next as quality continues improving.

Brussel Sprouts: **Brussel sprout** supplies are still steady after several weeks of lower than expected volume. Prices remain firm, and conditions are expected to continue improving in the coming weeks.

Carrots: **Carrots** are continuing to see more relief after a long few months of low supply and poor sizing. The Bakersfield season has begun, and while jumbo sizes are still tight, we're seeing an overall improvement in both sizing and availability. Prices are adjusting down, and conditions are expected to trend downward.

Celery: **Celery** supply is steady, but quality is about average. Crop is peaking in larger sizes, making smaller sizes less available along with higher prices. Conditions are expected to improve 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** has been significantly impacted by weather, leading to poor quality, low supply, and higher price points. Crop is currently coming from Salinas. Expect tight market conditions again this week and potentially into next week.

Romaine is also experiencing tight conditions, and while **green and red leaf lettuces** are also in low supply, they are seeing better yields than romaine. Expect firm prices, average quality, and low supply for all varieties. Relief is not expected this week.

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 currently the primary growing region for **onions**. For now, conditions are firm, and prices are being driven by transportation costs.

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. We are transitioning from Idaho to Washington crop. Conditions remain steady, but prices are firm.





STONE FRUIT SALSA

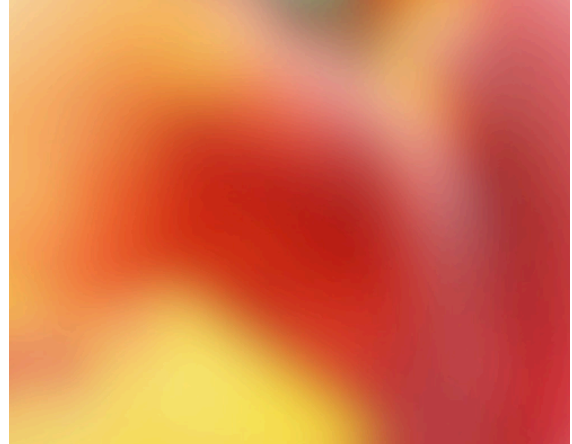
Quick Directions: Combine 2 peaches or nectarines (diced), 1 plum (diced), ¼ cup red onion (finely chopped), 1 tablespoon lime juice, 1 tablespoon chopped cilantro, and a pinch of salt. Gently toss until evenly mixed. Enjoy with tortilla chips or as a topping.

DID YOU KNOW?

Not all stone fruit is sweet! Olives, almonds, and even coconuts are technically classified as drupes, the botanical term for stone fruits, because they contain a hard pit surrounding a seed.

PRODUCE TRIVIA

Which stone fruit is often called the “queen of fruits” in China and has been cultivated for more than 4,000 years?



Answer revealed next week!

Answer to last week's riddle: Asparagus can grow up to 10 inches in just one day during peak season.

STORAGE TIP OF THE WEEK

Avoid stacking ripe stone fruit in deep containers. The weight can cause bruising and soft spots. Instead, store fruit in a single layer whenever possible to help preserve quality and extend shelf life.

For updated prices and availability, contact us at

(916) 441-6431

or

solutions@generalproduce.com

