



FRESH PICKS



As we celebrate the 4th of July, we want to wish everyone a safe and happy holiday filled with family, friends, and plenty of great food. From backyard barbecues and picnic favorites to fresh summer fruits and vegetables, the holiday table is a perfect place to enjoy the flavors of the season.

We appreciate your partnership and the opportunity to continue **Delivering Goodness** throughout the season. Have a wonderful Independence Day, enjoy some fresh produce, good company, and festive celebrations, and most importantly, stay safe. **Happy 4th of July!**

DON'T MISS



Stars, stripes, and fresh flowers! Our Fourth of July floral selections are the perfect way to add color, elegance, and patriotic spirit to your holiday festivities. Order today to secure your arrangements and make your celebration bloom with American pride.

IN SEASON!



Declarations



Being 250 Years Old

Birthdays



Fruit Update

Apples: **Apple** conditions are still very much the same. Supplies are declining as the season is winding down. **Gala and Granny Smiths**, however, are experiencing steadier supply. Crop continues to skew larger in size, making smaller size crop less available. Pricing for food service sizes is still elevated. Expect similar conditions for the next several weeks.

Avocados: Both increased production in California and Peru are helping maintain a steady **avocado** market. Prices are beginning to trend downward as supply is meeting demand. The Mexico season is wrapping up, but volume should be steady this week and into next.

Berries: **Blackberry** season is still going strong. Crop is currently coming from California, and supply is excellent. Quality is good, and prices have lowered due to plenty of domestic product entering the market. Expect steady conditions again this week. Enjoy!

Blueberry conditions are tight as we transition from California to the Pacific Northwest. The Oregon season is set to begin soon, but volume is down due to a gap in seasons. Additionally, projected rain in Oregon in the coming week may affect production. Prices are firm again this week, but quality is good. Expect tight conditions again this week and potentially into next, depending on weather.

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 continue to provide supply. Quality is good.

Strawberry production has picked up momentum. Conditions are steady with supply exceeding demand, and prices will stay down this week due to an influx in volume. Expect high volume, lower prices, and good quality.

Citrus: Conditions for **lemons** remain tight. Ventura and Oxnard are the current growing regions. Supply is down, leading to tight market conditions. Crop continues peaking in larger sizes, making smaller sizes hard. Expect firm prices again this week.

Limes are steady again this week after a volatile start to the summer. However, crop continues peaking in smaller sizes, making larger sizes scarce and higher priced. Supply continues to gain momentum. Conditions are expected to remain steady for the week.

Valencia oranges are now the main variety available and are still peaking in larger sizes. Small sizes are limited and will most likely remain so for the remainder of the season, causing prices to escalate. Quality continues to be poor, and firm market conditions are expected again this week.

Grapes: Supply of both imported **red grapes** and **green grapes** are steady, and the Central California season has seen an increase in production. Prices remain firm, and quality is good.

Pears: The California **bartlett** season will begin this week! Crop should enter the market soon. Until then, current supply is tight, quality is fair, and prices are firm.

Melons: **Cantaloupe** remains tight after being impacted by disease. Expect high prices, low supply, and poor quality. Meanwhile, **honeydew** supplies are steady. Prices are firm, and quality is good.

Tomatoes: **Tomato** conditions are holding steady. The market is trending downward with increased supply due the start of the California season. Quality is improving, and prices are steady.





Vegetable Update

Asparagus: California's **asparagus** supply is down, leading to lower overall volume. Crop is also coming from Mexico and Peru. Larger sizes are limited, while smaller sizes are more readily available. Conditions should improve more this week as Mexico's season picks up. Until then, prices are firm.

Bell Peppers: Conditions for **bell peppers** are steady this week. The Coachella season is winding down, and the Bakersfield season has started production. Volume is picking up, and prices are firm. Crop is also peaking in larger sizes. Quality is good.

Broccoli & Cauliflower: **Broccoli** continues to experience steady conditions. Supply is gaining momentum, and quality has improved. Crop is currently coming from Mexico, the Central Valley, and Salinas. Prices are trending downward, and conditions are expected to be steady through the week and into next week.

Cauliflower has also improved after several weeks of poor quality. Crop continues to come from Mexico and the Central Valley. Quality has improved, and prices are trending downward. Conditions are expected to be steady this week and into next.

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, and quality has improved. Smaller sized crop is finally being more readily available, easing price points. Conditions are expected to be steady 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.

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 expected in another week or so.

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

Onions & Potatoes: California and New Mexico are currently the primary growing regions 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.





GRILLED STREET CORN

Quick Directions: Grill corn until lightly charred. Brush with a mixture of mayonnaise and lime juice, then sprinkle with cotija cheese and chili powder.

DID YOU KNOW?

The average strawberry has about 200 seeds on its surface.

PRODUCE TRIVIA

What popular summer vegetable is actually a grain and grows with one silk strand attached to each kernel?



Answer revealed next week!

Answer to last week's riddle: Avocados contain more potassium than a banana.

STORAGE TIP OF THE WEEK

Store blueberries unwashed in the refrigerator and rinse only before eating to help extend freshness.

For updated prices and availability, contact us at

(916) 441-6431

or

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