



## FRESH PICKS



Summer heat doesn't just affect people. It impacts fresh produce, too. High temperatures can speed up the ripening process, causing fruits and vegetables to soften more quickly, lose moisture, and have a shorter shelf life. Delicate items like **berries**, **leafy greens**, **herbs**, and **mushrooms** are especially susceptible during the hottest months.

Maintaining the cold chain from harvest to delivery is more important than ever in July. Proper storage, prompt refrigeration, and careful handling help preserve freshness, reduce shrink, and ensure you enjoy the highest-quality produce possible.

## DON'T MISS



Made with real, high-quality ingredients, **Marie's** premium salad dressings deliver rich, fresh flavor in every bite. Perfect for salads, sandwiches, veggie trays, and more, they're an easy way to elevate everyday meals. Order today and bring restaurant-quality flavor to your kitchen!

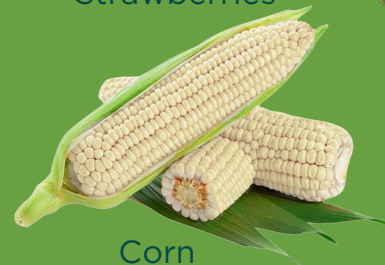
## IN SEASON!



Strawberries



Watermelon



Corn



## Fruit Update

**Apples:** Apples are still very much the same. Supplies are continuing to decline 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. 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. Production is expected to maintain momentum for another week, helping keep conditions and prices steady.

**Berries:** **Blackberry** conditions have shifted as California production has slowed due to weather. Additionally, Mexican crop is poor quality, leading to low supply. Expect tight conditions this week as volume is down, and quality is fair. Relief is expected in another week or so.

**Blueberry** conditions are still tight. We are now fully into the Pacific Northwest crop. Volume is down due to a gap in seasons and recent weather has also affected production. Prices are firm again this week, but quality is good. Expect tight conditions again this week and potentially into next week.

California's **raspberry** supply has also been affected by weather, leading to a dip in volume. Prices are firm this week. Expect firm conditions this week and into next until California production picks back up. Quality is fair.

**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. Crop is coming from California. 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. Crop is currently coming from Mexico. Conditions are expected to remain steady for the week.

**Valencia oranges** are now the main variety available and continue 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 is officially underway! 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. Similarly, **honeydew** supplies have also been affected by pest pressure. Prices are firm, but quality is good.

**Tomatoes:** While **roma** and **grape tomato** volumes are tight, all other varieties are experiencing steady conditions. Crop is currently coming from California and Mexico. Expect firm prices and good quality.





## 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 firm 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** conditions have firmed up. Quality has improved, and crop is currently coming from Mexico, the Central Valley, and Salinas. Prices are holding firm this week. Expect good quality, firm prices, and steady supply.

**Cauliflower** has also improved after several weeks of poor quality. Crop continues to come from Mexico and the Central Valley. Quality has improved, but prices are going to be firm this week. Similar to broccoli, expect good quality, firm prices, and steady supply.

**Brussel Sprouts:** **Brussel sprout** supplies have slowed compared to last week. Prices remain firm, but quality is excellent. Expect prices to potential rise in the next week due to the dip in volume.

**Carrots:** **Carrots** are continuing to see steady, predictable conditions. The Bakersfield season is well underway, and while jumbo sizes are still tight, we're seeing an overall improvement in both sizing and availability. Prices are down, and conditions are expected to remain steady for the foreseeable future. Quality is good.

**Celery:** **Celery** supply is steady, and quality is great. 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** supply is seeing some improvement after several weeks of low volume and poor quality. Crop is currently coming from Salinas. Prices are still firm, but quality is improving. Expect conditions to also keep improving.

**Romaine** is also experiencing improved conditions. Meanwhile **green and red leaf lettuces** are continuing steadily. Expect firm prices for all varieties. Quality is also continuing to improve, but conditions are firm 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 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. Conditions remain steady, but prices are firm.





### HONEY PEAR TOAST

Quick Directions: Top toasted sourdough with ricotta cheese, sliced pears, a drizzle of honey, chopped walnuts, and a sprinkle of cinnamon for a quick breakfast or afternoon snack.

### DID YOU KNOW?

The bumpy skin of a cucumber helps protect it while growing, but most of the nutrients are found just beneath the peel—so there’s no need to peel it before eating.

### PRODUCE TRIVIA

Which fruit ripens best after it’s picked and becomes sweeter as it softens at room temperature?



Answer revealed next week!

Answer to last week’s riddle: Corn is actually a grain and grows with one silk strand attached to each kernel.

### STORAGE TIP OF THE WEEK

Store avocados at room temperature until they’re ripe. Once they yield slightly to gentle pressure, move them to the refrigerator to slow the ripening process and extend freshness for several more days.

**For updated prices and availability, contact us at**

**(916) 441-6431**

or

***solutions@generalproduce.com***

