



FRESH PICKS



California's summer harvest is in full swing, bringing an abundance of fresh, high-quality produce to market. Peak-season favorites like **peaches, nectarines, plums, grapes, tomatoes, sweet corn, cucumbers, peppers, squash**, and a variety of **leafy greens** are delivering excellent flavor, quality, and value.

Buying California-grown produce means shorter travel times from field to table, helping preserve freshness while supporting local growers. With strong seasonal availability across many commodities, now is the perfect time to feature local California grown fruits and vegetables on menus and store displays.



Bring authentic Italian flavor to your menu with **DiGiovanni sauces** by **Max's Kitchen**. Crafted with quality ingredients and traditional recipes, these premium sauces deliver a genuine homemade taste, and they can even create custom sauce blends tailored to your needs. Contact us to discuss what we can create together, and order today!

IN SEASON!



Pluots



Grapes



Corn



Fruit Update

Apples: **Apple** conditions are still predictably the same. **Gala and Granny Smiths** are experiencing steadier supply, while other varieties are lower in volume. Crop continues to skew larger in size, making smaller size crop less available. Expect similar conditions for the rest of the month.

Avocados: **Avocados** are coming from both California and Mexico. Supply and market conditions are steady. Prices are trending downward as supply is meeting demand. The California season is starting to slow down, but volume should be steady this week and into next. Production is expected to maintain momentum, helping keep conditions and prices steady.

Berries: **Blackberry** conditions remain tight. The California season has slowed significantly, and we're waiting for the Pacific Northwest season to start. Meanwhile, Mexican crop is poor quality. Expect tight conditions this week as volume is down, and quality is fair. Relief isn't expected for at least another week. Prices will be elevated this week and potentially into next.

Blueberry conditions have eased as the Pacific Northwest season has increased production. Prices are down compared to last week, and quality is good. Expect conditions to improve over the next week as the Oregon and Washington seasons gain momentum.

California's **raspberry** supply has increased after a slow down in production. Prices are easing, and conditions are expected to be steady this week. Expect good quality, steady volume, and lower prices.

Strawberry production may be impacted by high temperatures and humidity. Quality will be impacted, leading to a dip in supply. Crop is coming from California. Expect lower volume and fair quality this week. Prices may also firm up.

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 yet again this week.

Limes are steady again this week. Crop is currently coming from Mexico. Conditions are expected to remain steady for the next several weeks. We may experience tighter conditions in August as temperatures continue to rise and impact quality.

Valencia oranges are still 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: Both **red** and **green grapes** are thriving. Crop is coming from California and peaking in large to extra large sizes. Both varieties are excellent quality with firm prices. Expect delicious fruit for a good price point. Enjoy now while supplies last!

Pears: Sacramento Delta **bartlett pears** are here! Crop is peaking in larger sizes and so far, volume is lighter than last year. Quality is good, and prices are firm.

Melons: **Cantaloupe** conditions have eased. Expect firm prices and improved quality. Similarly, **honeydew** supplies and quality have also improved. Prices remain firm.

Tomatoes: **Tomatoes** are experiencing firm prices due to tight supplies. Supply should improve in the next week. Until then, expect firm prices and low supply.





Vegetable Update

Asparagus: Both California and Mexico's **asparagus** supplies are down. Peru is also experiencing tight supply. Warm temperatures are affecting production and leading to poor quality. Expect tight conditions again this week and into next. Quality is poor, and prices are high. Relief is not expected for another month.

Bell Peppers: Conditions for **bell peppers** have improved. The Bakersfield season has started production, and volume is picking up. Prices are holding firm. Crop is also peaking in larger sizes, but quality is good. Expect similar conditions for the week.

Broccoli & Cauliflower: **Broccoli** conditions are firm again this week. Crop is currently coming from Mexico and Salinas. While quality has improved, volume is down slightly. 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 again this week. Similar to broccoli, expect good quality, firm prices, and steady supply.

Brussel Sprouts: **Brussel sprout** supplies have slowed but remain steady. Prices are firm again this week, but quality is excellent. Expect steady conditions this week with firm prices. Quality is good.

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

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 again this week.

Cucumbers: **Cucumber** production has improved. Crop is currently coming from Baja, and prices are firm. Volume is holding steady, and quality is good. Expect steady conditions this week.

Lettuces: **Iceberg** supply continues to improve after several weeks of low volume and poor quality. Crop is currently coming from Salinas. Prices are still firm, but quality is improving. Expect steady conditions this week.

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 also experiencing steadier conditions. Crop is currently coming from Oxnard, Yuma, and Mexico. Prices are firm, and quality is good. 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 sizes, and large sizes are beginning to tighten. Conditions remain steady, though, and prices are firm.





ROASTED BELL PEPPER & TOMATO PASTA

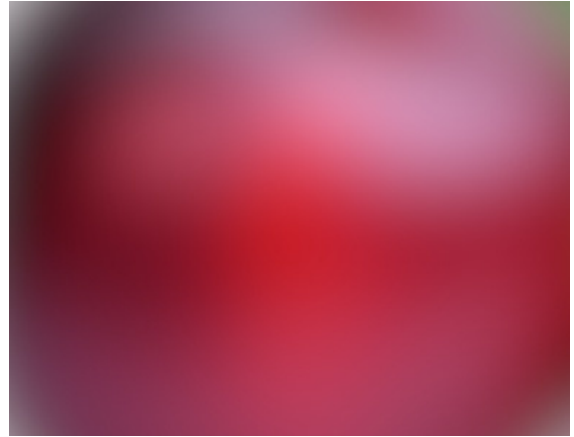
Quick Directions: Roast chopped bell peppers and tomatoes with olive oil, garlic, and Italian seasoning. Toss with cooked pasta, Parmesan cheese, and fresh basil for a simple summer dinner.

DID YOU KNOW?

More than 140 varieties of plums are grown in California, making the state one of the country's leading producers.

PRODUCE TRIVIA

Which stone fruit is naturally available in red, purple, yellow, green, and nearly black varieties?



Answer revealed next week!

Answer to last week's riddle: Cilantro is also known as coriander, although that name refers to its seeds.

STORAGE TIP OF THE WEEK

Keep tomatoes at room temperature until they're fully ripe. Refrigerating them too soon can dull their flavor and change their texture.

For updated prices and availability, contact us at

(916) 441-6431

or

solutions@generalproduce.com

