



FRESH PICKS



UPDATE FROM US

At General Produce, food safety remains our highest priority. In light of recent produce recalls, we want to reassure our customers that we will continue to provide timely, accurate updates on any food safety events—whether or not they directly affect our products. We are committed to sharing verified information, not speculation, so you can make informed decisions with confidence. We appreciate your business and remain committed to providing trusted information as it becomes available.

The grill isn't just for protein. It's one of the best ways to bring out the natural sweetness and flavor of fresh produce. **Bell peppers** become smoky and tender, **corn** caramelizes beautifully, **zucchini** develops rich grill marks, and **peaches** transform into a warm, juicy dessert in just a few minutes.

With an abundance of California-grown produce in season, grilling is an easy way to enjoy the freshest flavors of summer. From backyard barbecues to weeknight dinners, fresh fruits and vegetables make every meal brighter, healthier, and more delicious.

IN SEASON!



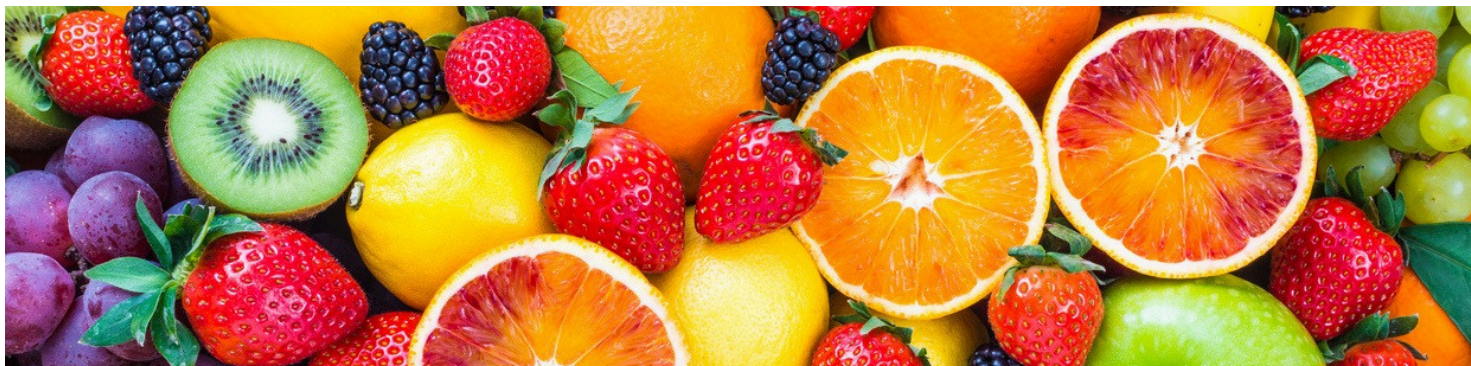
Peaches



Nectarines



Pluots



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 is expected in another week or so. Prices will be elevated until then.

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 and quality have been impacted by high temperatures and humidity. 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** continue to have a great season. 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 lower than last week, but quality is great. Crop is currently coming from Salinas and Oxnard. Conditions are expected to be steady with firm pricing 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 is steady and quality has improved significantly. Crop is currently coming from Salinas. Prices are still firm, but expect steady conditions this week and into next week.

Romaine is also experiencing improved conditions. Meanwhile **green and red leaf lettuces** are continuing steadily. Expect firm prices for all varieties with decent quality. Minimal quality issues are being reported. Expect steady conditions 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 still experiencing firm prices due to transportation costs. Crop is peaking in medium sizes, and large sizes are beginning to tighten. Conditions remain steady, though.





STUFFED BELL PEPPERS

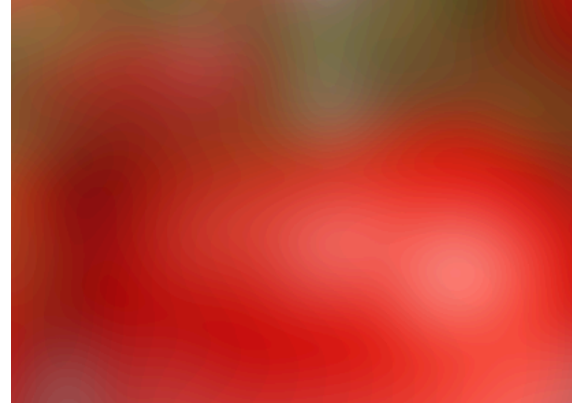
Quick Directions: Fill halved bell peppers with seasoned rice, ground turkey or beef, diced tomatoes, and cheese. Bake until the peppers are tender and the filling is heated through.

DID YOU KNOW?

The color of a bell pepper isn't just for appearance. Red peppers are fully ripened green peppers and typically contain the highest levels of vitamin C and vitamin A.

PRODUCE TRIVIA

Which summertime favorite is technically a fruit but is most often used as a vegetable in cooking?



Answer revealed next week!

Answer to last week's riddle: Plums are naturally available in red, purple, yellow, green and nearly black varieties.

STORAGE TIP OF THE WEEK

To ripen tomatoes faster, place them stem-side down in a paper bag with a banana or apple. The natural ethylene gas will help speed up the process.

For updated prices and availability, contact us at

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