



FRESH PICKS



Not all produce enjoys the summer heat, but for many California-grown favorites, high temperatures are exactly what's needed to produce exceptional quality. Crops like **tomatoes, peppers, grapes, melons, eggplant,** and **figs** flourish under long, sunny days, using that extra sunshine to build natural sugars, deepen flavor, and create vibrant colors.

The result is produce that's at its seasonal peak, offering customers outstanding freshness and consistency. August remains an excellent time to take advantage of abundant local supplies and bring the bold flavors of summer to every meal.

DON'T MISS



California-grown grapes are in peak season, making now the perfect time to buy. With outstanding quality, exceptional flavor, and plentiful supplies, grapes are delivering excellent value for every menu or display. Whether enjoyed fresh as a snack, packed in school lunches, or added to salads and charcuterie boards, now is the ideal time to take advantage of California's harvest.

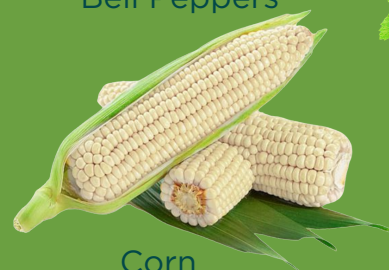
IN SEASON!



Bell Peppers



Blackberries



Corn



Fruit Update

Apples: **Apple** conditions are still very much the same as the last month or so. **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 slightly exceeding 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 have eased as the Pacific Northwest season is kicking off, providing some relief to low volumes. The California season has slowed significantly, and Mexican crop is poor quality. Expect firm conditions this week as volume remains down, and quality is fair. Both prices and quality have improved compared to last week.

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 continue improving as the Oregon and Washington seasons gain momentum. Quality is good, supply is high, and prices are down.

Both California's and Mexico's **raspberry** supplies have increased after a slow down in production. Prices are easing, and conditions are expected to be steady this week. Similar to blueberries, quality is good, volume is steady, and prices are low.

Strawberry supply has tightened after production was affected by weather. Crop continues coming from California. Expect firm prices and low supply this week. Quality is fair.

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 to find. 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, making prices firm. 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 both varieties are excellent quality with firm prices. Expect delicious fruit for a good price point.

Pears: Sacramento Delta **bartlett pears** are here! Crop is peaking in larger sizes and so far, volume is lighter than last year. The Washington pear season is also starting up. 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 coming from California and Mexico. Supply is steady and expected to increase in the next week. Prices are firm, and quality is good.





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. Market conditions are expected to remain tight for the next month, and relief is not expected until fall.

Bell Peppers: Bell peppers are experiencing soft conditions again this week. 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. Organics are in good supply, too. Expect similar conditions for the week and into next.

Broccoli & Cauliflower: Broccoli supply is steady for the week. Crop is currently coming from Mexico and Salinas. Quality is good, and prices are down compared. However, supply is tightening. Expect prices to firm up, as we experience a brief gap in production later this week.

Cauliflower has also improved after several weeks of poor quality and low production. Crop continues to come from Mexico and the Central Valley. While both quality and volume have improved, prices are still firm again this week.

Brussel Sprouts: Brussel sprout supplies have slowed but remain steady. Prices are firm again this week, but quality is excellent. Crop is skewing larger in size. .

Carrots: Carrots are continuing to see steady, predictable conditions. The Bakersfield season is well underway, and we're continuing to see an overall improvement in both sizing and availability. Prices are down, and conditions are expected to remain steady.

Celery: Celery supply has improved this week after some yields suffered from pest pressure. Quality was also impacted. Crop is currently coming from Salinas and Oxnard. Conditions are expected to be firm this week, but prices will lower as volume and quality recover.

Cucumbers: Cucumber production is steady. Crop is currently coming from Baja, and prices are firm, 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.

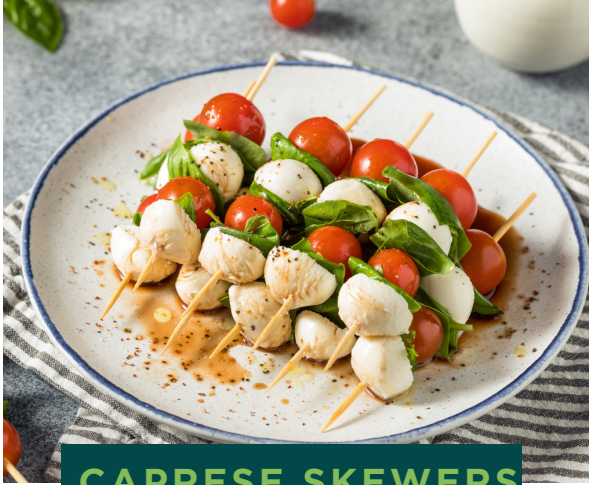
Tender leaf lettuce supplies are also experiencing steady conditions. Crop is currently coming from Oxnard, Yuma, and Mexico. Prices are firm, and quality is good. Expect steady conditions for the week and into next.

Onions & Potatoes: California and New Mexico are currently the primary growing regions for **onions**. For now, conditions are firm, and prices are elevated due to lower yields.

Green onion supply and prices are steady. Quality is also good. Conditions will be steady for the week.

Potatoes are still experiencing firm conditions. Crop is peaking in medium sizes, and large sizes are beginning to tighten. Quality is good.





CAPRESE SKEWERS

Quick Directions: Thread cherry tomatoes, fresh mozzarella, and basil onto skewers. Drizzle with olive oil and balsamic glaze, then season with salt and pepper for an easy appetizer.

DID YOU KNOW?

Melons become sweeter as they mature in warm weather, making late summer one of the best times to enjoy their peak flavor.

PRODUCE TRIVIA

Which of these contains the most water: tomatoes, bell peppers, or watermelon?



Answer revealed next week!

Answer to last week's riddle: Strawberries are picked by hand because they don't keep ripen after harvest.

STORAGE TIP OF THE WEEK

Store bell peppers in the refrigerator's crisper drawer, unwashed, where they'll stay fresh for up to one to two weeks.

For updated prices and availability, contact us at

(916) 441-6431

or

solutions@generalproduce.com

