



FRESH PICKS



The school bell is ringing, and fresh produce is ready to go back to school, too. Lunchboxes don't have to be complicated—fresh **grapes**, **apples**, **melon**, **carrots**, **cucumbers**, **peppers**, and **cherry tomatoes** are easy to pack and offer plenty of variety throughout the week. A colorful lunch is not only more appealing, but it also makes it easier to incorporate a range of fresh fruits and vegetables.

From peak-season grapes to sweet melons and crisp peppers, August is full of produce that travels well from the kitchen to the cafeteria to the lunchbox. It's a great time to make fresh produce part of every school day.

DON'T MISS



Get a festive start on the holiday season by ordering your fruit and nut trays early. Please have orders submitted by September 7th to take advantage of this seasonal opportunity. Order today to secure your holiday fruit and nut trays while supplies last!

IN SEASON!



Grapes



Cantaloupe



Tomatoes



Fruit Update

Apples: With the start of school season, we're seeing some movement for **apples**. While **Fujis** and **Pinks** are steady, supplies are light. Prices are also firm for **Reds** and **Granny Smiths**. Crop continues to skew larger in size, making smaller size crop less available. Expect firm conditions and prices for the week and into the start of the school year.

Avocados: **Avocados** continue coming from both California and Mexico. Market conditions are steady. Both supply and prices are similar to last week. The California season has slowed down, leading to lighter supply than weeks prior but volume continues to hold steady. Expect similar conditions this week and into next.

Berries: **Blackberry** conditions are steady, and the market has softened as supply is slightly exceeding demand. Crop is currently coming from the Pacific Northwest. Prices are steady, and conditions are expected to be steady for this week and into next week.

The Pacific Northwest **blueberry** season is set to wrap up soon. All crop is expected to start coming from Mexico and Peru within the next several weeks. Until then, prices are firm compared to last week, and quality is good. Expect steady conditions for the week. Prices may continue firming up as we transition into imported crop.

Both California's and Mexico's **raspberry** supplies have increased, keeping conditions steady. Supply is high, prices have softened, and quality is good. Expect steady conditions this week and into next week, too. Now's a great time to enjoy!

Strawberry demand is officially exceeding supply. Furthermore, crop is experiencing a gap in production due to extreme heat. Production is expected to pick back up this week, hopefully easing tight conditions. Until then, though, expect low volume, high prices, and average 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 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 September as seasons transition, and we move into Peru's crop.

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** season has wrapped several weeks ahead of normal. The Washington pear season had also begun. Quality is good, and prices are firm.

Melons: **Cantaloupe** conditions are steady. Expect firm prices and good quality. Similarly, **honeydew** supplies and quality are also steady, and prices remain firm. Crop is currently coming from California.

Tomatoes: **Tomatoes** are coming from California and Mexico. Supply of all varieties is steady, and quality is good. Steady conditions are expected this week and into next.





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 few weeks, and relief is not expected until fall.

Bell Peppers: Bell peppers are experiencing steady conditions again this week. The Bakersfield region continues providing good supply, and 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 firm this week. Crop is currently coming from Mexico and Salinas. Quality is average, and prices are firming up due to lighter supply. Expect prices to be firm this week due to supply tightening. However, conditions should ease into next week.

Cauliflower is still experiencing steady conditions this week. Crop continues to come from Mexico and the Central Valley. While both quality and volume are steady, 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. Expect steady conditions this week and into next.

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. 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 steady conditions. Similarly, **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.

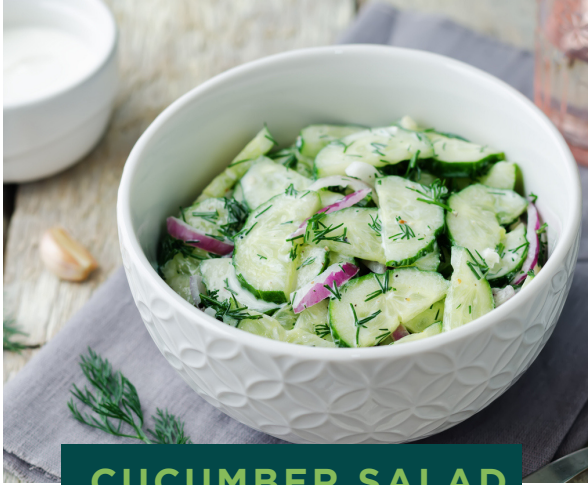
Tender leaf lettuce supplies are also experiencing steady conditions. Crop is currently coming from Oxnard, Yuma, and Mexico. Prices are firm, and quality is good. Expect steady conditions for the week and into next.

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.





CUCUMBER SALAD

Quick Directions: Slice cucumbers and toss with red onion, fresh dill, lemon juice, olive oil, salt, and pepper. Chill before serving for a crisp and refreshing summer side.

DID YOU KNOW?

Tomatoes are one of the most popular garden crops in the United States—and California is one of the country's leading tomato-producing states.

PRODUCE TRIVIA

What fruit, which is commonly considered a vegetable, grows on a vine and is related to watermelon, squash, and pumpkins?



Answer revealed next week!

Answer to last week's riddle: Watermelon contains more water than bell pepper and tomatoes.

STORAGE TIP OF THE WEEK

Store tomatoes stem-side down on the counter to help reduce moisture loss and keep them fresh longer. Wash just before using.

For updated prices and availability, contact us at

(916) 441-6431

or

solutions@generalproduce.com

