



FRESH PICKS



Image courtesy of Valued Naturals.

This week's fresh picks feature **Valued Naturals**, a wholesaler that specializes in packaged products with various mixed nuts and dried fruits.

Our organic fresh picks this week include **lemons** (115 ct., 165 ct. & 18/2#s), **Valencia oranges** (72 ct.), and **Brussel Sprouts** (10#).



ORGANICS



Lemons

Valencia
Oranges



Brussel
Sprouts





Fruit Update

Apples & Pears: Apples are shifting into the new crop. **Gala** and **Honeycrisp** volumes are beginning to pick up. More varieties, like **Granny Smith**, **Red Delicious**, and **Fuji**, will see an increase in production next month. Until then, volume is steady, and prices are firm.

The California **bartlett**, **bosc**, and **red pear** seasons are steadily continuing. We are seeing much better conditions for **pears** after months of tight supply. While the start of the California and Washington seasons have helped ease market conditions, prices are still holding firm as volume continues to recover.

Avocados: The California **avocado** season continues to provide volume, and while it initially helped provide steady market conditions, it is slowing down and expected to end in the coming weeks. Sizes are peaking around 48 ct. and 60 ct. Prices will remain firm as domestic supply is slowing. Quality is good.

Berries: **Blackberry** supply is still lower than demand. While the California season has begun, production is down significantly compared to years past. Crop from Washington and Mexico are expected to help ease tight conditions in the next week or two, but until then, prices will remain elevated until volume increases and quality improves.

Blueberries are still seeing increased supply with the start of the Oregon and Washington seasons. Imported crop from Peru is also helping increase supply. Quality is good, and prices are expected to hold firm.

Raspberry supply is currently coming from Central Mexico, but volume remains light. The Central California season started a couple of weeks ago, but demand has also increased. Prices are firm. Quality is good.

Strawberries continue coming from the Salinas and Watsonville areas, but the season is coming to an end. Demand has also increased with the start of the school season. Expect higher price points as volume is lower than demand and crop transitions to the Santa Maria and Oxnard regions in the coming weeks. Quality is good.

Citrus: Lemons continue to come from the Oxnard and Ventura areas. 165 ct. and smaller size crop are also continuing to be extremely hard to find. Expect prices to be high and hold firm again this week. Quality is good.

Limes are also continuing to experience tight conditions. Crop has been impacted by weather, causing quality issues. Fruit is currently peaking in medium sizes. Expect prices to stay elevated again this week and into next. Quality is average.

Valencias remain the main **orange** variety available. Production is in full swing, peaking around 113 ct. and 88 ct. Demand has increased with the start of the school year, also causing prices to firm up. Quality is good.

Grapes: It's another excellent week for grapes! The California season is in full production, and both **reds** and **greens** are experiencing a great harvest. Prices are low, volume is high, and quality is great.

Melons: Both **cantaloupes** and **honeydews** continue to experience ideal conditions. Quality is excellent, and demand has softened slightly. Expect conditions and prices to hold steady again this week.

Watermelon conditions also remain steady. Supply has tightened slightly, leading to firm prices. Quality remains great.

Tomatoes: All varieties are holding steady. Supply has tightened slightly, making prices firm up. Quality is good.





Vegetable Update

Asparagus: **Asparagus** conditions remain tight and are not expected to see any relief until next month. Supply has been impacted by weather in Peru and a transitional season in Mexico. Price points are trending higher as crop is less readily available than weeks past.

Bell Peppers: Conditions have shifted for **red** bell peppers, which are experiencing tight conditions. Low supply and high demand are resulting in higher pricing.

In contrast, **green** bell peppers are experiencing much steadier conditions with ample supply and lower pricing. Quality for both is excellent.

Broccoli & Cauliflower: **Broccoli** conditions are similar to last week with much improved supply and quality compared to several weeks ago. Expect prices to remain firm as volume is recovering, and demand is holding strong. While some quality issues have been reported, overall quality is good.

Cauliflower conditions have also improved. Weather in Mexico impacted production, putting more pressure on the Santa Maria and Salinas regions to produce. Demand is strong, keeping prices firm. Quality is good. Expect conditions to hold steady again this week.

Brussel Sprouts: **Brussel sprouts** are showing significant signs of improvement after being affected by weather in Mexico. Production out of the Salinas region has helped provide some volume. Price points are beginning to ease as volume is recovering, and quality is also improving. Expect better conditions to continue throughout the week.

Carrots: Similar to weeks prior, market conditions for **carrots** are holding steady and are expected to remain the same for the foreseeable future. Size remains consistent. Prices are trending lower, and quality is excellent.

Celery: **Celery** also remains firm. Volume is currently coming from the Santa Maria, Oxnard, and Salinas regions. Crop is skewing larger in size. While some quality issues have been reported, overall quality is good. Prices are holding firm. Expect steady conditions again this week and into next week.

Cucumber: **Cucumber** supply continues to increase, helping market conditions hold steady. Baja is now the primary growing region for the remainder of the summer. Prices are holding firm. Quality is good.

Lettuces: **Iceberg** conditions continue to tighten. School demand has put more pressure on a tight market, and quality issues have been reported. Weights are averaging 34-38 lbs. Expect elevated price points and conditions for the week. Relief is not expected for at least another week.

Conditions have also tightened for **romaine, and green and red leaf lettuces**. School demand has increased prices. Overall quality is good. Expect conditions to hold for the week.

Tender leaf lettuce supplies have recovered after bad weather in Mexico. Expect prices to hold firm, though. Quality is good.

Onions & Potatoes: **Onions** are currently coming from the San Joaquin Valley and New Mexico. However, those seasons are expected to end by the end of the month. Prices are trending lower due to ample volume. Quality is good.

Green onions are experiencing steady conditions again this week. Prices are firm, and quality remains good.

Potato conditions remain tight. 40 ct. - 70 ct. continue to be harder to find. Crop is excellent quality. Prices remain firm.





GRILLED ZUCCHINI RIBBONS

Quick Directions: Slice zucchini lengthwise into thin ribbons. Brush with olive oil, sprinkle with salt and pepper, then grill for 2 minutes per side. Finish with a squeeze of lemon and a sprinkle of Parmesan. Delicious as a side or salad topper.

DID YOU KNOW?

Cucumbers are 95% water, making them one of the most hydrating veggies you can snack on. In fact, they were once used in ancient India to help cool the body during hot summers.

PRODUCE TRIVIA

Which fruit has more potassium than a banana?



Answer revealed next week!

Answer to last week's riddle: Kiwi has more Vitamin C than an orange.

STORAGE TIP OF THE WEEK

Keep berries fresh by rinsing them in a mix of one part vinegar to three parts water, then drying completely before refrigerating. This slows mold growth and extends shelf life.

For updated prices and availability, contact us at

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or

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