



FRESH PICKS



Pumpkin season is here! We have pumpkins in stock and ready to help you get your fall décor, displays, events, and seasonal supplies ready to go. From small pumpkins to large statement pieces, we've got options to fit your fall needs.

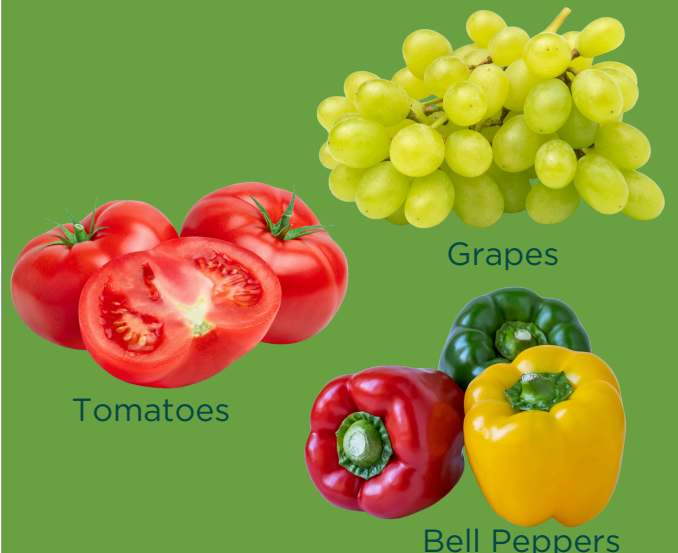
Order today to make sure you're stocked up for the season! Whether you're decorating, creating displays, or adding a festive touch to your space, we have the pumpkins to help bring fall to life.

ALERT



Broccoli and **cauliflower** continue to face significant disease and virus pressure, resulting in sharply reduced supplies and very poor quality. **Colored cauliflower** is also extremely limited. Similarly, **iceberg lettuce** is still experiencing disease pressure, contributing to tight supplies and challenging market conditions. Expect continued quality issues in the near term.

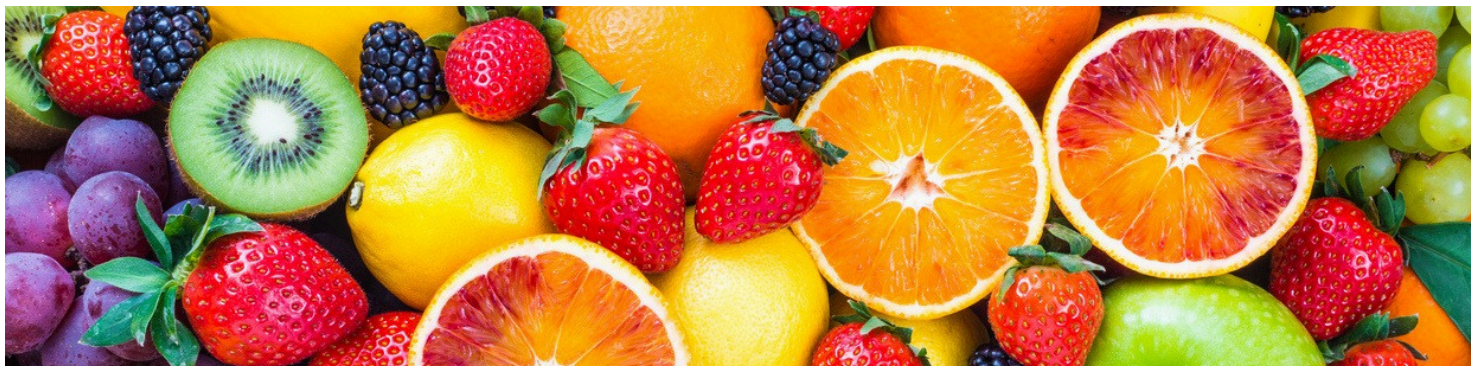
IN SEASON!



Tomatoes

Grapes

Bell Peppers



Fruit Update

Apples: School demand has tightened the **apple** market. Prices and supplies are firm for **Fujis**, **Pinks**, **Reds**, and **Granny Smiths**. Meanwhile, **Honeycrisp** is steady with more crop underway. Fruit continues to skew larger in size, making smaller sizes less available. Expect firm conditions and prices again for the week.

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 will be coming to an end soon, but supply out of Mexico is holding steady. Expect similar conditions this week and into next.

Berries: **Blackberry** conditions are firm again this week. Crop is currently coming from the Pacific Northwest, and the California season has ended. Prices are firm, and demand is staying high despite lower supply. Relief is expected next month. Until then, expect a tight market.

The Pacific Northwest **blueberry** season has ended, and all crop is coming from Mexico and Peru. Prices are still firm, and quality is good. Expect steady conditions for the week. Prices may continue firming up as we transition into imported crop.

We are transitioning from California to Mexican **raspberries**. Expect firm prices this week and into next. Mexico is providing good volume, which is only anticipated to increase over the next several weeks.

Strawberry conditions have eased slightly. Salinas and Watsonville seasons are ending earlier than usual, and quality is fair. Conditions are expected to continue improving in another week with the start of the Baja season. Santa Maria has also seen increased production, helping ease conditions. Expect prices to be firm this week but relief is on the way.

Citrus: Conditions for **lemons** are steady. Ventura and Oxnard are the current growing regions. Both regions are in full production, leading to steady supply. Crop continues peaking in larger sizes, making smaller sizes hard to find. Expect firm prices for the week and good quality.

Limes are experiencing quality issues, and prices are still firm. Crop is currently coming from Mexico. We will most likely continue experiencing tight conditions through early September as seasons transition, and we move into Peru's crop. Quality should improve in another week.

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.

Pears: The Washington pear season has begun, and **bartletts** are in full production. 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. **Romas** have tightened slightly, and quality is poor. Other varieties are steady with good quality. Expect conditions to hold steady for the week.





Vegetable Update

Asparagus: Mexico's **asparagus** supply is down significantly. Peru is also experiencing tight supply. Warm temperatures are affecting production and leading to poor quality. Market conditions are expected to remain tight for the next few weeks, and relief is not expected until October.

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, and quality is good. Organics are in good supply, too. Expect similar conditions for this week and into next.

Broccoli & Cauliflower: **Broccoli** supply is still tight this week. Crop is currently coming from Mexico and Salinas. Salinas fields have been affected by pest pressure. Quality is average, and prices are firming up due to lighter supply. Expect prices to be escalated again this week and into next week.

Cauliflower is also experiencing firm conditions again this week. Crop continues to come from Mexico and the Central Valley. Similar to broccoli, fields in the Central Valley are experiencing pest pressure, leading to lower supply and tighter market conditions. Prices are expected to be even higher this week.

Brussel Sprouts: **Brussel sprout** supply and production have been affected by Diamondback moths. Supply is down, and quality is poor. Expect tight conditions again this week and into next week.

Carrots: **Carrots** are continuing to see steady, predictable conditions. The Bakersfield season is well underway, and we're continuing to see good sizing and strong availability. Prices are steady.

Celery: **Celery** supply is still steady this week. Crop is currently coming from Salinas and Oxnard. Conditions are expected to be steady into next week, too. Expect good supply, good quality, and good pricing.

Cucumbers: **Cucumber** production has slowed due to weather. Crop is currently coming from Baja, and prices are firm. Quality is good. Expect firm conditions this week and potentially for another week or two.

Lettuces: **Iceberg** is seeing tight conditions as fields are being affected by disease pressure. Additionally, the Salinas season is starting to wind down. Volume has been impacted significantly, and quality is extremely poor. Prices are elevated. We anticipate tight market conditions for several weeks.

Romaine and **green and red leaf lettuces** are also being affected by disease pressure but not as intensely as we're seeing with iceberg. Expect firm prices for all varieties and poor quality. Expect tight conditions again this week.

Tender leaf lettuce supplies are 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.

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 strong demand and lower supply. Crop is leaning toward smaller sizes, making larger sizes more scarce.

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





EASY PUMPKIN SOUP

Quick Directions: Simmer pumpkin puree, vegetable broth, onion, garlic, and cream with salt, pepper and a pinch of nutmeg. Blend until smooth.

DID YOU KNOW?

Pumpkins are technically a fruit because they develop from a flower and contain seeds.

PRODUCE TRIVIA

What fall fruit is typically picked before it becomes fully ripe?



Answer revealed next week!

Answer to last week's riddle: Spinach is over 90% water, which is why it changes size so dramatically when it is cooked.

STORAGE TIP OF THE WEEK

Store sweet potatoes in a cool, dark, dry place but not in the refrigerator, which can affect their texture and flavor.

For updated prices and availability, contact us at

(916) 441-6431

or

solutions@generalproduce.com

