



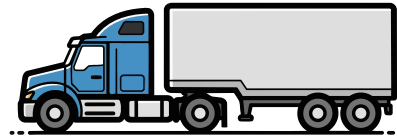
FRESH PICKS



Our **mums** are in stock and ready to bring some seasonal color to your fall displays! Order today to make sure you have plenty on hand for your autumn décor and seasonal setups.

And while you're planning your fall displays, don't forget the **pumpkins**! Stock up on mums, pumpkins, and all your favorite fall staples to make the season complete.

ALERT



Due to historically high fuel prices, we may see increased pricing on certain commodities, including potatoes. The upcoming transition to the Yuma growing region may also be impacted, as higher transportation costs could affect pricing and availability. Some loads may take closer to three days in transit as transportation costs and logistics are carefully managed. As always, we'll keep you informed about any changes and pricing.

IN SEASON!



Cotton Candy Grapes



Gold Kiwi



Carrot Juice



Fruit Update

Apples: School demand has tightened the **apple** market. Prices and supplies are tight especially for **Fujis, Pinks, Reds,** and **Granny Smiths** are also firm. 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 this 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 Mexico. Prices are firm, and demand is staying high despite lower supply. Relief isn't expected until mid-October. Until then, expect tight market conditions due to low volume.

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 fully into imported crop.

Raspberries are doing well. We are transitioning into Mexican crop, and supply is good. Volume is expected to continue increasing. Quality is great, and conditions are expected to be steady this week.

Strawberry conditions have eased slightly. Salinas and Watsonville seasons are ending in the next couple of weeks. Currently, quality is fair. Conditions are expected to improve in another week with the start of the Baja season. Santa Maria has also seen increased production, helping keeping conditions steady.

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 September as seasons transition, and we move into Peru's crop. Quality should improve in another week or so.

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. All 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. 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. Relief is expected 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. Relief is not expected this week or next.

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 still 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. Expect 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 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. Prices may start increasing due to elevated fuel costs.





ROASTED FALL SQUASH

Quick Directions: Cube your favorite winter squash and toss with olive oil, salt, pepper, and a little maple syrup. Roast at 400°F for 25-35 minutes until caramelized and tender.

DID YOU KNOW?

There are two common types of persimmons: Fuyu and Hachiya.

PRODUCE TRIVIA

Which group of produce can include butternut, acorn, delicata, and spaghetti varieties?



Answer revealed next week!

Answer to last week's riddle: Pears are typically picked before they become fully ripe.

STORAGE TIP OF THE WEEK

Store whole winter squash in a cool, dry place away from direct sunlight. Once cut, wrap and refrigerate.

For updated prices and availability, contact us at

(916) 441-6431

or

solutions@generalproduce.com

