



General Produce

Volume 43, Week 45

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FRESH PICKS



From tart **Granny Smiths** to sweet **Honeycrisps**, apples shine in everything from pies and cider to salads and snacks. Apple season brings that unmistakable crunch and aroma that mark the transition into cooler days and cozy kitchens.

Whether you're picking them fresh from the orchard, baking them into a warm dessert, or slicing them for a quick snack, **apples** capture the very essence of fall's simple, wholesome goodness.

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IN SEASON!



Artichokes



Carrots

916.441.6431 or solutions@generalproduce.com



Fruit Update

Apples & Pears: Supply of food service sized **apples** continues to be lower than anticipated. All varieties, though, are still producing great volume and quality. Prices are holding firm as demand is picking up. Conditions are expected to remain steady for the week.

Pear season is steadily continuing. **Anjous**, in particular, are strong with high production and good quality. Other varieties, like **bartlett** and **bosc** are also in good supply and good quality. Expect steady conditions along with firm pricing for the week.

Avocados: The California **avocado** season is coming to a close. While production has lightened, demand has also softened. Prices for California crop remain elevated, but Mexican volume is seeing softer price points. Quality out of both regions is average.

Berries: **Blackberry** supply is currently coming from Central Mexico, Baja, and California. Prices are holding firm, and quality is good. Conditions are expected to hold steady again this week, as volume continues to stay consistent, and demand is also expected to hold firm again into the week.

Blueberries are now coming from Peru and Mexico. We are finally seeing some relief after weeks of tight conditions. Supply from Peru and Mexico has increased, helping ease market conditions. Expect prices to remain firm again this week, though, as supply continues to recover. Quality remains excellent. We will continue to see relief into November as both regions are expected to continue steadily with production.

Raspberry supply is currently coming from Central Mexico, Baja, and California. Volume is improving after being impacted by weather, and prices are still firm. Quality is fair. Expect volume to continue increasing as Mexican production picks up.

Strawberries continue to experience extremely tight conditions. Crop has been heavily impacted by weather and is also experiencing a gap in seasons. Expect prices to remain firm again this week and into next week. Relief is not anticipated for several weeks. Quality is also average.

Citrus: Lemons are currently coming from the Southern California and Arizona deserts. 140 ct. and smaller size crop are continuing to be extremely hard to find. Prices are holding firm due to lighter production and high demand. Quality is average.

Conditions for **limes** continue to improve. Crop is currently peaking in medium and large sizes while smaller sizes are limited. Some quality issues have been reported, but overall, quality is good. Prices are softening.

The **valencia** season has come to an end. Meanwhile, **navel oranges** are now the main variety available. Prices are elevated during this transition. Some quality issues have been reported. Expect prices to remain firm for the week as demand continues to outpace supply.

Grapes: Conditions for **green grapes** are tight again this week. Crop was impacted by rain, and supply is down, leading to higher prices. Conditions for **red grapes** are also tightening due to weather-related issues. Quality for both is good.

Melons: **Cantaloupe** and **honeydew** are experiencing firm conditions this week. Supply is down due to weather, especially for cantaloupes, and prices are holding firm.

Watermelon supply is slowing. Prices are firm, and quality is fair.

Tomatoes: **Tomato** production has increased, helping ease conditions. Prices are firm, and quality is average.





Vegetable Update

Asparagus: **Asparagus** supply is still down significantly, but we are finally seeing an improvement in volume. Production in Peru is ramping up, which will continue to help ease conditions. Prices are still escalated, though, and will remain high for at least another week as volume continues to recover. Quality is fair.

Bell Peppers: Conditions for both **red** and **green** bell peppers are holding steady. Supply and demand continue to hold steady, keeping prices firm. Quality is average. Crop is beginning to transition to the Coachella region. Expect conditions to be firm again this week.

Broccoli & Cauliflower: **Broccoli** volume is finally starting to improve after weeks of tight conditions. Crop has been impacted by insects, particularly in Santa Maria and Monterey. Rainy weather has also impacted production. Supply is starting to improve, though, but prices are still elevated as volume continues to recover. Quality is average. More relief is expected in the coming weeks.

Similarly, **cauliflower** volume is improving after weeks of tight conditions. Crop was also impacted by weather and insect pressure. Supply is still light, though, and demand remains strong. Quality issues are also being reported. Prices will continue holding firm as volume recovers. Crop is currently coming from the Santa Maria region and Mexico.

Brussel Sprouts: **Brussel sprouts** are also still experiencing tight conditions this week due to insect damage. While production out of the Salinas region has helped provide some volume, prices are trending higher due to limited supply and high demand. Expect tight conditions again for the week. Quality is poor.

Carrots: **Carrots** continue their steady conditions again this week. Supply is steady, as is demand, and prices are soft. Quality is excellent. Conditions are expected to hold through the week.

Celery: **Celery** conditions are firm again this week. Volume is currently coming from the Oxnard region. Larger size crop is becoming more readily available. Overall quality is good. Prices are also still holding firm, as demand is up and expected to increase in the weeks before Thanksgiving.

Cucumber: **Cucumber** production remains steady this week as production is shifting from Baja to Central Mexico. Prices are firm, and quality is good. Conditions are expected to remain steady for the week.

Lettuces: **Iceberg** conditions remain tight as crop has been impacted by weather. While Huron production has begun, conditions are still tight. Demand and quality issues are also keeping prices firm. Expect prices to remain escalated again this week as supply continues to recover. Quality is below average.

Conditions are also tight for **romaine, and green and red leaf lettuces**. Demand is keeping prices firm, and quality issues have also been reported due to weather and insect pressure. While Huron production has started, conditions are expected to be tight again this week.

Tender leaf lettuce supplies are being impacted by insect damage and bad weather. Crop is currently coming from Oxnard and Mexico. Prices are firm. Quality is fair.

Onions & Potatoes: **Onions** continue coming from the Washington and Idaho regions. Prices have softened. Quality is good.

Green onions supplies continue to improve. Expect prices to remain firm, though. Quality is average.

Potatoes are continuing to experience steady conditions. Supply is steady, prices are firm, and quality is excellent.





ROASTED SWEET POTATO ROUNDS

Quick Directions: Cut 2 sweet potatoes into ½ inch rounds. Toss slices in olive oil, salt, pepper, and a pinch of cinnamon. Roast at 425°F for 20-25 minutes, flipping halfway. Serve as a savory-sweet side or top with brie, cranberry, and walnut for a delicious appetizer.

STORAGE TIP OF THE WEEK

Keep broccoli crisp by wrapping it loosely in a damp paper towel and storing it in the refrigerator's crisper drawer. Avoid sealing it in an airtight bag. Broccoli needs a little air circulation to stay fresh longer.

PRODUCE TRIVIA

Which fruit has more potassium than a banana?



Answer revealed next week!

Answer to last week's riddle: Garlic is part of the same family as onions and leeks, and was once believed to ward off evil spirits

DID YOU KNOW?

Kiwifruit were originally called Chinese gooseberries! When they were first exported from New Zealand to the U.S. in the 1950s, the name was changed to "kiwifruit" after the country's national bird — the kiwi.

For updated prices and availability, contact us at

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