



General Produce

Volume 43, Week 46

November 10, 2025

FRESH PICKS



Citrus season has arrived, bringing bright color, bold flavor, and a refreshing burst of sunshine to the cooler months. From sweet, easy-peel **mandarins** to juicy **navel oranges**, this time of year marks the start of some of the freshest, most vibrant fruit of the season.

Now's the time to plan ahead and secure your **citrus** orders. Early demand is strong, and quality is outstanding. Don't miss this seasonal favorite while supplies are at their best.

DON'T MISS



It's the perfect time to place your poinsettia orders! These vibrant holiday plants bring festive color and cheer to any space, but supplies move quickly as the season approaches. Secure your order today to ensure availability and the freshest blooms for the holidays.

IN SEASON!



Potatoes



Onions



Celery

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Fruit Update

Apples & Pears: Supply of foodservice 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 **red** 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 ending. 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 and Baja. Prices are holding firm. Some quality issues have been reported. Conditions are expected to be firm for the week, as volume continues to stay consistent, and demand is also expected to hold steadily into the week.

Blueberries are now coming from Peru and Mexico. We are continuing to see relief after weeks of tight conditions. Supply from both regions has increased, helping ease market conditions. Expect prices to remain firm again this week, though, as supply is still recovering. Quality remains excellent. The outlook for November remains good.

Raspberry supply is currently coming from Central Mexico and Baja. Volume has improved, but prices are still firm. Quality is fair. Expect volume to continue increasing as Mexican production continues picking 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 until closer to December. Quality is also average.

Citrus: Lemons are currently coming from the Southern California and Arizona deserts. Production in the San Joaquin Valley has begun. 140 ct. and smaller size crop are continuing to be extremely hard to find. Prices are holding firm. Quality is average.

Conditions for **limes** are steady. Crop is currently peaking in medium and large sizes while smaller sizes are limited. Production is expected to slow before the end of the month. For now, quality is good, and prices are soft.

Navel oranges remain the main variety available. Prices have softened after low supply due a transition period. Quality has improved compared to the last few weeks. Expect steady conditions this week.

Grapes: Conditions for **green grapes** are still firm this week. The domestic season is coming to an end, and supply is slowing. Conditions for **red grapes** are also tightening. Expect firm prices this week. Quality is still good.

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

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

Tomatoes: **Tomato** production is steady. Prices are firm, and quality is average. Expect steady conditions for the week.





Vegetable Update

Asparagus: **Asparagus** supply is still down significantly, but we are finally seeing an improvement in volume. Production in Peru is ramping up, and volume out of Mexico has increased. Prices are still escalated, though, and will remain high 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 good. Crop is currently coming from the Coachella region. Expect conditions to be firm this week.

Broccoli & Cauliflower: **Broccoli** volume continues to improve after weeks of tight conditions. Crop was impacted by insects, particularly in Santa Maria and Monterey. Rainy weather has also impacted production. Prices are expected to soften this week. Quality remains 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 good. Conditions are expected to hold through the week.

Celery: **Celery** conditions are firm again this week. Volume is currently coming from the Salinas region and will transition to Southern California before the end of the month. Larger size crop remains the most readily available. Overall quality is good. Demand is up and expected to increase as Thanksgiving approaches.

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. 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 also 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 again this week. Quality is good.

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





CITRUS AVOCADO SALAD

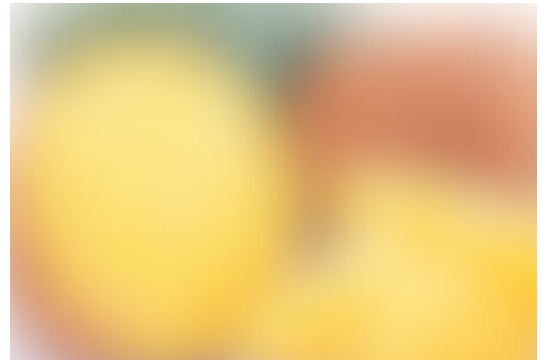
Quick Directions: Combine 1 peeled and sliced orange and 1 diced avocado in a bowl. Drizzle with olive oil and sprinkle with salt. Garnish with chopped mint and serve chilled. Bright, refreshing, and packed with healthy fats!

DID YOU KNOW?

Cherries are one of the few fruits that naturally contain melatonin, the hormone that helps regulate sleep. Eating a handful of fresh or frozen cherries can actually support better rest.

PRODUCE TRIVIA

Which fruit's enzymes are so powerful they can be used to tenderize meat?



Answer revealed next week!

Answer to last week's riddle: Avocados have more potassium than a banana.

STORAGE TIP OF THE WEEK

Keep onions in a cool, dry, and well-ventilated spot—never in plastic bags or near potatoes. Potatoes emit moisture and gases that make onions spoil faster. A mesh bag or open basket works best!

For updated prices and availability, contact us at

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