



General Produce

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FRESH PICKS



Poinsettia season is here, and these classic holiday plants are in high demand! Their vibrant red, white, and pink blooms add festive cheer to homes, offices, and displays all season long.

Don't wait to place your order. Supplies move quickly as the holidays approach. Secure your **poinsettias** today to ensure the best selection and freshest quality for your customers.

DON'T MISS



Stem and Leaf Mandarins are prized for their vibrant color, easy-peel skin, and sweet, juicy flavor. The attached stem and glossy green leaves help lock in freshness and showcase their just-picked quality. They're a beautiful seasonal favorite, and perfect for gifting or brightening up any fruit display.

IN SEASON!



Artichokes



Honeycrisp Apples



Kale

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Fruit Update

Apples: All **apple** varieties are still producing great volume and quality. 125s and 138s are becoming more limited, though, while there are plenty of 113s and 100s in supply. Prices are holding firm as demand is picking up. Conditions are expected to remain steady for the week.

Avocados: Demand for **avocados** has softened, while supply is holding steady. 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 continuing to come from Peru and Mexico. After weeks of tight conditions, outlook is good with high volumes anticipated. Supply from both regions has increased, helping ease market conditions. Expect prices to remain firm again this week, though, as supply is still to 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. A recent storm is also expected to further impact production. 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 is beginning to pick up. 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. Quality is good. Crop is currently peaking on 113 ct, 88 ct, and 138 ct. Expect steady conditions this week with soft price points.

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 steady. Expect firm prices this week. Quality is still good.

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

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 average.

Watermelon production is shifting to Mexico. Prices are rising, and quality is fair.

Tomatoes: **Tomato** production will be affected by rain. **Romas**, in particular, will be impacted. Next week may see lower supply and an increase in prices due to weather.





Vegetable Update

Asparagus: We are finally seeing an improvement in **asparagus** volume, especially supply of smaller size crop. Production in Peru is ramping up, and volume out of Mexico has also increased. Prices are still escalated, though, as volume continues to recover. Quality is fair.

Bell Peppers: Conditions for both **red** and **green** bell peppers are similar to last week. Supply and demand continue to hold steady, keeping prices firm. Quality is good. Crop is currently coming from the Coachella and Yuma regions. Expect conditions to be steady again for the week.

Broccoli & Cauliflower: **Broccoli** volume continues to improve after weeks of tight conditions. Conditions are expected to soften going into the weekend. Prices are expected to stay low after weeks of escalation. Quality remains average, though, and relief is expected to continue 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 issues are being reported. Relief is not expected for another week.

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 Salinas and will transition to the Southern California region within the next two weeks. 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 again this week. While Huron production has begun, conditions are still tight. Demand and quality issues are 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. Crop is currently coming from the Huron, Salinas, and Yuma regions.

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 are down. 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.





GARLIC HERB SMASHED POTATOES

Quick Directions: Boil small potatoes until tender, then flatten gently on a baking sheet. Brush with olive oil, sprinkle with garlic and herbs, and roast at 425°F for 20-25 minutes until golden and crisp.

STORAGE TIP OF THE WEEK

To keep lemons and limes fresh for weeks, store them in a sealed plastic bag in the refrigerator. The cold temperature and trapped moisture slow dehydration, keeping them juicy much longer than if left on the counter.

PRODUCE TRIVIA

Which vegetable contains more vitamin C per serving than an orange?



Answer revealed next week!

Answer to last week's riddle: Pineapple enzymes are so powerful they can be used to tenderize meat.

DID YOU KNOW?

Broccoli actually comes from the same plant family as cabbage, kale, and cauliflower. It was first cultivated over 2,000 years ago in Italy and was considered a prized delicacy of the Roman Empire.

For updated prices and availability, contact us at

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