General Produce

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FRESH PICKS



Thanksgiving is a time to gather around the table, enjoy a delicious feast, and celebrate the traditions that bring us together. From classic holiday favorites to fresh, flavorful sides, there's nothing quite like sharing a great meal with family, friends, and loved ones.

As we reflect on all we have to be thankful for, we want to extend our heartfelt gratitude to our incredible team members, valued partners, and loyal customers. Your hard work, trust, and continued support make everything we do possible. From our General Produce family to yours, we wish you a happy, healthy, and delicious Thanksgiving!

ORDER TODAY



Bring the holiday spirit to your displays with fresh **poinsettias**, now in stock! Perfect for adding festive color to your holiday décor, creating a warm and welcoming atmosphere for guests, or giving as a thoughtful seasonal gift. Order today and get into the Christmas spirit!

IN SEASON!



Gobbling



Hats with buckles



Gratitude

916.441.6431 or **solutions@generalproduce.com**



Fruit Update

Apples: **Apple** season is in full swing, and volume on all varieties has improved. Similar to last week, prices and supplies are still holding firm. Fruit continues to skew larger in size, but foodservice sizes are slowly becoming more available. Quality is good.

Avocados: **Avocados** are coming from Mexico, where market conditions are finally beginning to improve after supply dropped at the beginning of the month. While the pipeline is still not back to normal volumes, availability is increasing compared to the last couple of weeks. Quality is good, and conditions will be firm again this week. Expect improved volume in the coming weeks as the pipeline returns to a normal level.

Berries: **Blackberry** conditions are steady. Crop is currently coming from Mexico. Prices and demand are both firm, while production and supply are continuing to increase. Expect steady conditions this week and into next week. We may even seen conditions soften as production is set to exceed demand.

Blueberries are coming from both Mexico and Peru. Expect steady conditions for this week. Prices will remain firm, though, as we are expected to potentially have a gap between the Peru and Argentina seasons as Peru is winding down, and Argentina is off to a slow start.

Raspberries are still doing well. Crop is coming from Mexico. Volume is expected to continue increasing. Quality is also good, and conditions are expected to be steady this week.

Strawberry supplies out of both California and Mexico have been affected by weather. Additionally, production in Mexico and Baja are off to an extremely slow start. Currently, quality is poor, and supply is down. Expect elevated pricing and tight market conditions again this week.

Citrus: Conditions for **lemons** are steady again this week as the Ventura and Oxnard seasons are coming to an end, and crop is transitioning to the Yuma region. Crop continues peaking in larger sizes, making smaller sizes hard to find. Expect firm prices for the week. Quality is fair.

Limes are still experiencing quality issues, but conditions are set to improve by the end of the month. Crop is currently coming from Mexico and is transitioning to Peru, helping ease quality issues. Additionally, fruit is still skewing smaller in size, and larger sizes are becoming hard to source.

The **navel orange** season is in full swing. Crop is starting to become more available in smaller sizes, helping ease foodservice conditions. Quality is still fair, though, and market conditions are expected to be firm but steady this week and into next.

Grapes: The domestic **grape** season is also winding down, and imported crop has started entering the market. Quality of imported crop is not great. Expect firm prices and some quality issues.

Pears: **Pear** season is here, and crop is skewing larger in size, making smaller sizes harder to source. Quality is good, though, and prices are firm.

Melons: Both **cantaloupe** and **honeydew** domestic seasons are winding down. Larger sizes are scarce, and prices are firm for the week.

Tomatoes: **Tomatoes** are coming from Mexico, where conditions are still tight. **Grapes, cherries, romas,** and **rounds** are all experiencing low supply and quality issues. Expect elevated prices for at least another week.



Vegetable Update

Asparagus: **Asparagus** is still struggling and will not experience any relief until after Thanksgiving. Production in Mexico was impacted by a hurricane, and production in Peru has gotten off to a slow start. Demand is also rising due to the upcoming holiday, further increasing prices. Quality is not great.

Bell Peppers: Conditions for **bell peppers**, especially **red bell peppers**, are still tight as the Coachella season is off to a very slow start. Production has been impacted by weather, and lower supply has led to increased prices. Quality is good for now, but conditions will remain firm for the week.

Broccoli & Cauliflower: **Broccoli** supply is doing significantly better. Crop is currently coming from Mexico and will be transitioning to Yuma in about two weeks. Pest pressure is still affecting some yields and impacting quality, but overall volume is starting to recover. Prices will hold firm this week.

Cauliflower conditions will be firm yet again this week as crop is transitioning from Salinas to Yuma. Similar to broccoli, fields have been experiencing pest pressure, leading to lower volume and tighter market conditions. Crop is also still experiencing some quality issues, leading to firmer prices. Expect tight conditions until the full transition to Yuma is complete.

Brussel Sprouts: **Brussel sprout** supply and production are experiencing steady conditions after being affected by pest pressure. Quality has also improved. Prices will be firm this week, though, as volume recovers, and demand is also increasing due to the upcoming holiday.

Carrots: **Carrots** have begun their transition, as well. Overall, supplies are holding steady, and quality is also good. Conditions are holding steady during the transition period.

Celery: **Celery** remains a bright spot entering the upcoming holiday demand. Volume is steady, and quality is good. Crop is currently coming from Salinas and Oxnard. Conditions are expected to be steady for the holiday.

Cucumbers: **Cucumber** production is also steady. Crop is currently coming from Baja, and prices are firm again this week. Quality is good. Expect firm conditions this week as demand is keeping prices firm but steady.

Lettuces: **Iceberg** is still experiencing tight conditions as fields have been affected by disease pressure. Additionally, the Salinas season is winding down. Volume has been impacted significantly, and quality is very poor. Prices are elevated again this week and will remain so for at least several more 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 along with some quality issues.

Tender leaf lettuce supplies are experiencing steady conditions. Crop is currently coming from Yuma and Mexico. Prices are steady, and quality is good.

Onions & Potatoes: Conditions for **onions** are firm, and prices are also firm due to strong demand and transportation costs. Crop is leaning toward smaller sizes, making larger sizes more scarce.

Green onions are finally seeing steady conditions. Prices are beginning to lower as volume is picking back up.

Potatoes are experiencing firm conditions. Crop is peaking in medium sizes, and large sizes are tight. Quality is good.



MAPLE ROASTED BRUSSEL SPROUTS

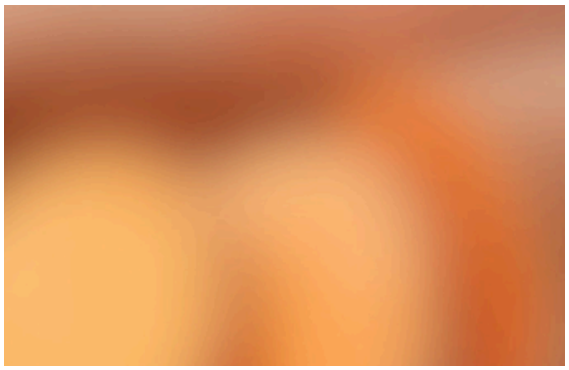
Quick Directions: Toss Brussels sprouts with olive oil, maple syrup, salt, and pepper. Roast at 400°F until golden and crispy, then finish with dried cranberries or pecans.

DID YOU KNOW?

Did you know cranberries are harvested using water? Growers flood cranberry fields, allowing the ripe berries to float to the surface for easier collection.

PRODUCE TRIVIA

Which orange-fleshed root vegetable is often roasted, glazed, or baked into a classic holiday casserole?



Answer revealed next week!

Answer to last week's riddle: Corn, a Thanksgiving staple, is a member of the grass family.

STORAGE TIP OF THE WEEK

Store Brussels sprouts unwashed in a perforated plastic bag in the refrigerator. Keep them whole until you're ready to prepare them for the freshest results.

For updated prices and availability, contact us at

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or

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General Produce
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