



General Produce

Volume 44, Week 4

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FRESH PICKS



Even in the heart of winter, we have a limited supply of fresh **peaches**, **nectarines**, and **plums** arriving from Chile. These imports offer bright flavor, attractive color, and a welcome taste of summer—perfect for menus, snack programs, or adding variety when domestic stone fruit is out of season.

Availability is limited, so now is the time to plan ahead. Order today to take advantage of this seasonal offering and bring a fresh, flavorful option to your lineup.

DON'T FORGET



Valentine's Day is right around the corner, and now is the perfect time to place your floral orders. Ordering early helps ensure the best selection, consistent quality, and on-time delivery for one of the busiest floral weeks of the year.

IN SEASON!



Lemons



Apples



Spinach

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Fruit Update

Apples: Apple season continues and some shortages are becoming more apparent. Foodservice sizes for **Galas** and **Granny Smiths** continue to run tight, and prices for those varieties are holding firm. Expect similar conditions next week.

Honeycrisp also remains tight with smaller sizes becoming increasingly limited. Conditions for all other varieties are expected to remain steady for this week, though. Quality is good.

Avocados: Demand for **avocados** remains soft, while supply is still holding steady. Supply out of Mexico is seeing softer price points due to high volume. Market conditions should remain steady for the week due to low demand. Quality is good.

Berries: Blackberry conditions are holding steady again this week. Supply is currently coming from Central Mexico and Baja. Conditions are expected to be steady into next week as volume continues to stay consistent, and demand is also expected to remain low. Prices are soft, and quality is average.

Blueberries have transition from Peru to Chile. Production in Mexico has been affected by weather, leading to lower volume than anticipated. While volume is holding steady, so is demand. Prices are firm. Expect steady conditions for the week. Quality is good.

Demand for **raspberries** remains soft, leading to lower price point. Volume is picking up after a slow week due to weather. Crop is currently coming from Central Mexico. Expect soft market conditions again this week. Quality is good.

Market conditions remain firm for **strawberries**. Volume continues to recover after weeks of low supply and bad quality. Weather has impacted crop in Mexico, keeping prices firm again this week. Demand is also picking up due to Valentine's Day. Expect tight conditions for the week.

Citrus: Lemon production in the San Joaquin Valley is picking up. Supply is also coming from the Southern California and Arizona deserts. Pricing is firm, and quality is average. Conditions are expected to hold again through the week.

Lime volume is down due to weather. Crop continues to peak in medium and larger sizes while smaller sizes are limited. Production is slowing, as expected. Prices are expected to remain firm for the remainder of the month and into next month as crop transitions. Quality is good.

Navel oranges remain the main variety available. Crop is skewing larger in size, making smaller sizes more limited. Quality is average at best, and firm market conditions are expected for the week and into next week.

Grapes: The domestic **grape** season is officially over, and imported grapes are now in the market. Prices for both **red** and **green grape** imports are notably higher than domestic, which is expected to hold through January. Prices are firm, and quality is good. Expect similar conditions for another week.

Pears: The **pear** season continues steadily. **Anjous, boscs, bartletts,** and **reds** are all in good supply. Quality is also good. Expect steady conditions along with firm pricing for the week and into next week.

Melons: Cantaloupe and **honeydew** are continuing to experience firm conditions. Quality is good, and prices are firm.

Tomatoes: Tomato production is mostly steady. Cold weather in Florida has affected crop, putting pressure on Mexican supply. Expect prices for **rounds, romas,** and **grape tomatoes** to go up. Quality issues are being reported.





Vegetable Update

Asparagus: **Asparagus** production in both Peru and Mexico has increased, and demand has also softened. So much so that prices have dropped as volume is quickly outpacing supply. The Peru season is expected to end in February, making Mexico the primary growing region. Expect low prices, and average quality.

Bell Peppers: Conditions for **red bell peppers** are improving. California supply was down due to cold temperatures, but supply out of Mexico is picking back up. Prices are firm. Quality has also improved.

Conditions for **green bell peppers** are beginning to firm up as volume is down. Expect firm prices and low supply. Quality is good.

Broccoli & Cauliflower: Conditions for **broccoli** are continuing to improve after several weeks of tight conditions. Volume from Mexico and Arizona has helped provide needed relief. Expect softer price points. Some quality issues are still being reported, though.

Cauliflower volume is also picking up. Prices have softened slightly due to ample volume, and conditions are expected to be steady for the week. Quality issues are still being reported.

Brussel Sprouts: **Brussel sprouts** continue to experience extremely tight conditions again this week. Production has been impacted by insect damage and weather. Crop is also peaking in smaller sizes. Prices are trending higher due to limited supply and high demand. Quality issues are being reported.

Carrots: The **carrot** market is also continuing to experience tight conditions. Harvest has been affected by weather, and supplies are expected to remain tight for the remainder of the month. Prices are firming up. Relief is not expected until the Imperial Valley season starts harvesting in February.

Celery: **Celery** conditions are slowly improving after being impacted by rain. Crop is currently coming from the Southern California region, and production in the Yuma region is off to a slow start. Prices are high, and quality is average.

Cucumber: **Cucumber** volume is steady for now. Cold weather has affected crop in Florida, putting more pressure on Mexican supply. Supply is holding steady, though. Expect firm pricing, and good quality.

Lettuces: **Iceberg** conditions are holding steady. Weights are currently averaging 39 lbs. - 43 lbs. Prices are firm, though, as demand is strong, and supply is recovering. While quality is also improving, it's not excellent.

Conditions for **romaine, and green and red leaf lettuces** have also improved. Production out of Yuma has increased, helping ease a tight market. Quality is about average. Expect firm prices and steady conditions.

Tender leaf lettuce supplies have been affected by weather. Expect firm conditions for the week. Quality issues are being reported.

Onions & Potatoes: **Onions** continue coming from the Washington and Idaho regions. **White onions** are experiencing higher prices. Relief is not expected for another four weeks when the Mexico season starts. Other varieties are steady, and expect to remain so for the week.

Green onions supplies are tight again this week due to recent rain and transportation issues at the Mexican border. Prices are firm, but relief is expected in the next week. Quality is average.

Potatoes are currently coming from Washington and Idaho. Conditions remain steady. Prices are firm, and quality is excellent.





CREAMY SPINACH ORZO

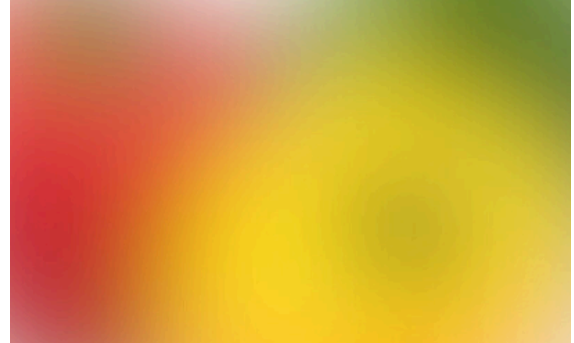
Quick Directions: Cook orzo according to package directions. Stir in sautéed garlic, fresh spinach, a splash of cream (or milk), salt, and pepper. Finish with parmesan and a squeeze of lemon.

DID YOU KNOW?

Sweet corn can begin losing its natural sugars within hours of harvest, which is why fresh corn tastes best when it's cooled and used quickly.

PRODUCE TRIVIA

What vegetable was brought to Europe by Christopher Columbus in 1493?



Answer revealed next week!

Answer to last week's riddle: Kale was once used by ancient Greeks as a symbol of happiness and victory.

STORAGE TIP OF THE WEEK

Store mushrooms in a paper bag (not plastic) in the refrigerator. Paper allows airflow and prevents moisture buildup, helping mushrooms last longer and stay firm.

For updated prices and availability, contact us at

(916) 441-6431

or

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