



FRESH PICKS



Cool nights and seasonal rainfall continue to play a key role in winter growing regions, helping crops develop strong structure, rich flavor, and dependable quality. These conditions support steady harvests for many winter items, especially greens, root vegetables, and citrus.

At the same time, shifting weather patterns keep markets active. We're staying closely tuned to weather conditions to help you plan orders and maintain a healthy inventory, including accounting for potential shortages or necessary substitutions as markets continue to shift.

DON'T FORGET



Lunar New Year is right around the corner! Ordering floral arrangements, like **money trees and bamboo plants**, early helps ensure the best selection and timely delivery for the season. Secure your orders now to be ready for the upcoming holiday.

IN SEASON!



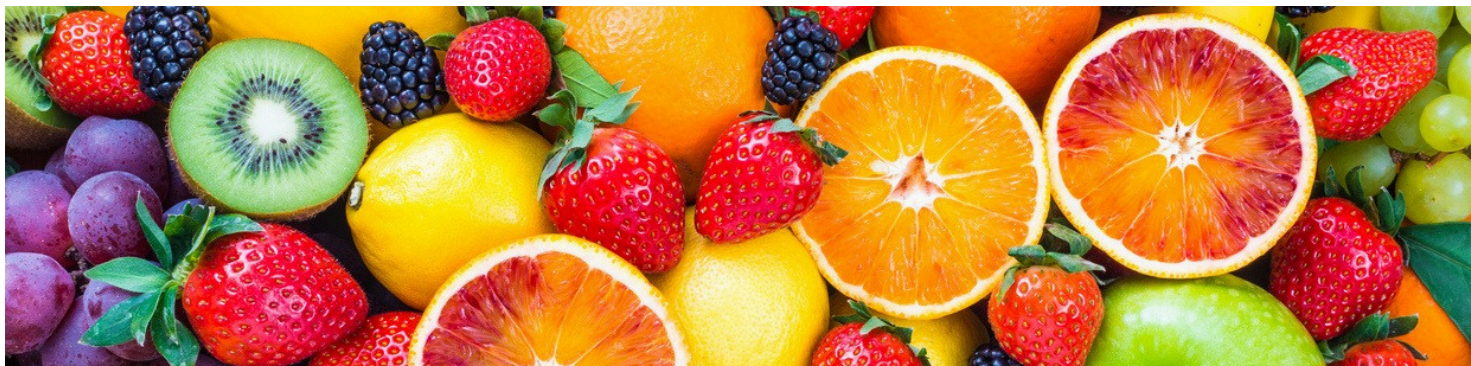
Carrots



Oranges



Mandarins



Fruit Update

Apples: Apple season continues and some shortages continue to take shape. Foodservice sizes for **Galas** and **Granny Smiths** are tightening, and prices for those varieties are holding firm.

Honeycrisp is also becoming increasingly limited. Conditions for all other varieties are expected to remain steady for this week. Quality is good.

Avocados: Demand for **avocados** is rising slightly with the upcoming Super Bowl weekend. Supply out of Mexico is seeing softer price points due to high volume. Market conditions should remain steady for the week, but there may be a slight increase in prices to reflect the increase in demand. Quality is good.

Berries: Blackberry conditions are holding steady again this week. Supply is currently coming from Central Mexico. 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 are coming from Chile and Central Mexico. Production in Mexico has been affected by weather, leading to lower volume than anticipated. Prices are holding firm again this week. Quality is average. Conditions are expected to remain steady for the week.

Similar to blueberries, **raspberry** production has been affected by cold temperatures. Crop is currently coming from Central Mexico. Prices are steady, although supply is lower than demand. Expect steady market conditions for the week. Quality is good.

Market conditions are firming up again for **strawberries** as Valentine's Day approaches. Demand is up, and supply is down due to weather. Cold temperatures in Florida are putting pressure on Mexico's harvest. Expect increased pricing. Quality is average.

Citrus: Lemon production in the San Joaquin Valley is picking up. Supply is also coming from the Southern California and Arizona deserts. Prices are steady, and quality is average. Conditions are expected to hold steady 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 this week and into next week.

Grapes: Prices for both **red** and **green grape** imports are beginning to soften after weeks of elevated pricing following the end of the domestic season. Prices remain firm, though. Quality is good.

Pears: The Washington state 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.

Melons: Cantaloupe and **honeydew** are continuing to experience firm conditions as they transition to Southern Mexico. Quality is good, and prices are firm.

Tomatoes: Tomato production in Florida has been impacted by cold weather, putting pressure on Mexican harvest. Conditions for **rounds, grapes,** and **romas** are firming up. Quality is good, and prices are expected to increase as supply is down.





Vegetable Update

Asparagus: **Asparagus** supply is down. While conditions are improving, quality is still average at best, and crop is peaking in smaller sizes. Larger sizes remain scarce. Prices are holding firm. Expect average quality and firm price points again for the week.

Bell Peppers: Conditions for **bell peppers** have the potential to firm up. Cold weather in Florida has affected supply. However, production out of Mexico should be able to supply both coasts with ample product. Depending on how long Florida supply is impacted, future volume may be an issue. For now, though, the market is steady with firm pricing and good quality. We'll see what next weeks brings.

Broccoli & Cauliflower: Conditions for **broccoli** are tightening as we begin to see the impact of storms that affected planting in November and December. Volume is down significantly, and prices are firming up. Quality issues are also being reported.

Cauliflower volume is also beginning to see the impact of November and December storms, as planting gaps are causing a decrease in supply. Prices are also firming up, and quality issues are being reported.

Brussel Sprouts: **Brussel sprouts** are experiencing 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 once steady **carrot** continues to be rattled by cold weather and rain. Harvest has been severely affected, and supplies are expected to remain tight for the remainder of the month and into February. Prices are firm. Relief is not expected for a couple of weeks.

Celery: **Celery** conditions are continuing to improve after being impacted by rain. Demand is easing, and quality is also improving. Crop is currently coming from the Southern California and Yuma regions. Prices are still holding firm, though.

Cucumbers: Cucumber volume is down, but demand is also low, keeping market conditions fairly steady. Crop is currently coming from Mexico. Quality is good.

Lettuces: **Iceberg** conditions are firm. Crop has been impacted by weather, and quality is also poor. Expect tight conditions due to low supply, poor quality, and increased pricing as demand is holding steady.

Conditions for **romaine, and green and red leaf lettuces** are steady. Production out of Yuma has increased, helping ease a tight market. Quality issues are still being reported due to weather and insect pressure. Expect firm prices and average quality.

Tender leaf lettuce supplies have also been impacted by weather. Crop is currently coming from Oxnard, Yuma, and Mexico. Prices are firm, and quality is okay. Improved conditions and quality are expected in another week.

Onions & Potatoes: **Onions** continue coming from the Washington and Idaho regions. **White onions** are experiencing higher prices points, while other varieties are steady.

Green onions supplies are tight again this week due to rain and cold weather. Prices are firm, and quality is average. Conditions are expected to slowly start improving in another week.

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





CITRUS & HERB GRAIN BOWL

Quick Directions: Cook farro or quinoa according to package directions. Toss warm grains with olive oil, fresh citrus segments, chopped parsley or dill, and a pinch of salt. Add roasted vegetables or chickpeas for protein. Bright, filling, and perfect for winter menus.

DID YOU KNOW?

Leafy greens grown in cooler temperatures often develop thicker cell walls, which helps them hold texture better during cooking and extends shelf life compared to warm-season growth.

PRODUCE TRIVIA

What vegetable continues to respire (breathe) after harvest, affecting how quickly it ripens nearby produce?



Answer revealed next week!

Answer to last week's riddle: Corn is considered both a vegetable and a grain depending on how it's harvested.

STORAGE TIP OF THE WEEK

Store herbs like cilantro, parsley, and green onions upright in a container with a small amount of water, loosely covered. This method can extend freshness by several days compared to dry refrigeration.

For updated prices and availability, contact us at

(916) 441-6431

or

solutions@generalproduce.com

