



FRESH PICKS



As domestic growing regions move through winter conditions, imported produce continues to play an important role in maintaining consistency and variety. Stone fruit from Chile, including peaches, nectarines, and plums, remains available, offering a welcome option while U.S. supplies are limited.

At the same time, Mexican vegetable production is helping bridge gaps across key items impacted by weather and seasonal transitions. We're actively balancing domestic and imported sourcing to support dependable supply, manage shortages, and keep your menus running smoothly.

Happy Valentine's Day



Happy Valentine's Day! Wishing you a day filled with appreciation, connection, and a little extra sweetness. Thank you for letting us be part of your operation. We're grateful for your continued partnership and trust.

IN SEASON!



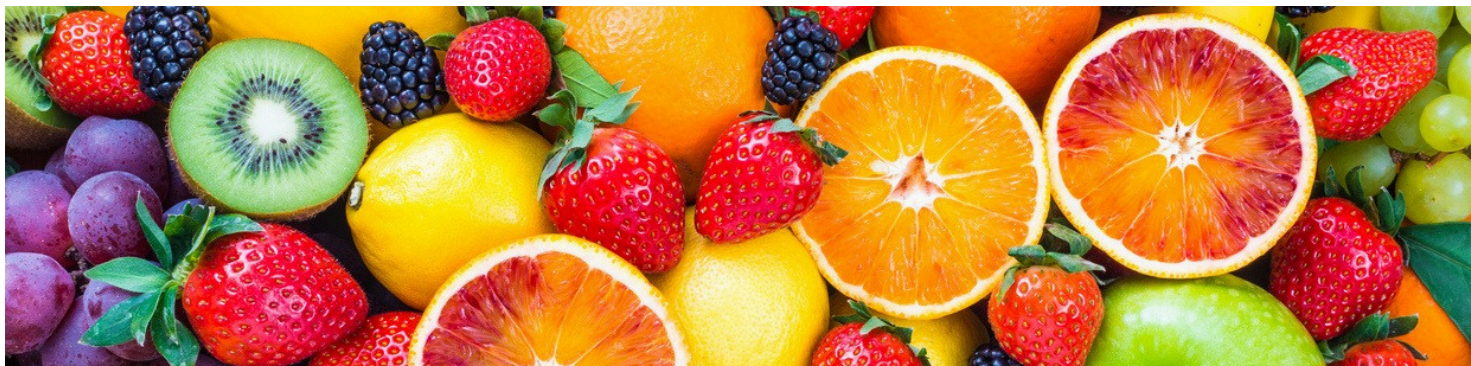
Pears



Celery



Potatoes



Fruit Update

Apples: Apple season continues as shortages are becoming more apparent. 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 steady this week. Supply out of Mexico is seeing softer price points due to high volume. Market conditions should remain steady for the week, and prices are holding firm. 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 good.

Blueberries are coming from Chile and Central Mexico. Production in Mexico has been affected by weather, leading to lower volume than anticipated, but supply out of California is helping fill some gaps. Prices are holding firm again this week. Quality is good. Conditions are expected to remain steady for the week.

Raspberry production is also holding steady after being affected by cold weather. Crop is currently coming from Central Mexico. Prices are firm, as 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. However, production in California has picked up, helping ease tight supplies. Expect increased pricing, though, due to demand. Quality is not great.

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.

Limes are currently coming from Mexico and are skewing on the smaller side. Some quality issues are being reported due to weather. Prices are expected to remain firm for the month as crop is transitioning. Relief is expected in March. Until then, expect firm prices and scattered sizes, mostly on the smaller side for now.

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. Quality is good.

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 remain elevated for at least another week 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: As predicted, conditions for **bell peppers** are firming up. Cold weather in Florida has significantly affected supply. Mexican crop is attempting to fulfill demand on both the East and West Coasts.

Green bell peppers, in particular, will be in short supply. Expect prices to rise, as supply is down. Conditions are expected to be firm for several weeks.

Broccoli & Cauliflower: Conditions for **broccoli** are still tight as we are beginning 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 still experiencing tight conditions. Production has been impacted by insect damage and weather. Crop is also still peaking in smaller sizes. Prices are firm, and quality issues are being reported. Relief is not expected any time soon.

Carrots: The California **carrot** market continues to be rattled by cold weather and rain. Harvest has been severely affected, and supplies are expected to remain tight well into February. Current volume is coming from Mexico. 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 while quality is improving, it's still not great. Crop is currently coming from the Southern California and Yuma regions. Prices are still holding firm.

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. Relief is not expected this week or next.

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.

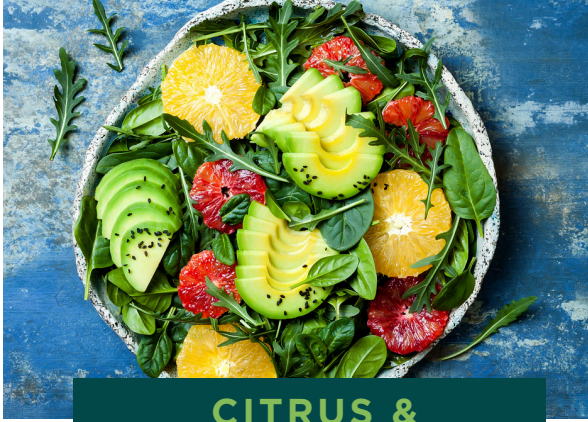
Tender leaf lettuce supplies have also been impacted by weather. Crop is currently coming from Oxnard, Yuma, and Mexico. Prices are firm, and quality is okay. Improved conditions and quality are expected in another week.

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

Green onions supplies are tight again this week but are beginning to show signs of improvement. Prices are firm, and quality is average.

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





CITRUS & AVOCADO SALAD

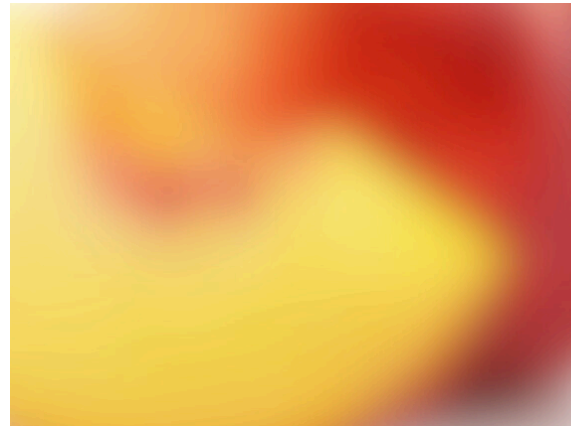
Quick Directions: Toss sliced oranges or mandarins with avocado, mixed greens, a drizzle of olive oil, and a squeeze of lemon. Finish with salt and cracked pepper for a bright, no-cook side that works well for winter menus.

DID YOU KNOW?

Cool winter temperatures help citrus develop higher sugar levels, which is why oranges and mandarins taste sweeter this time of year.

PRODUCE TRIVIA

Which fruit was once called the “Persian apple,” giving apples their modern name?



Answer revealed next week!

Answer to last week's riddle: Apples continue to respire (breathe) after harvest, affecting how quickly it ripens nearby produce.

STORAGE TIP OF THE WEEK

Store citrus in the refrigerator to extend shelf life, but let it come to room temperature before serving to bring out the best flavor.

For updated prices and availability, contact us at

(916) 441-6431

or

solutions@generalproduce.com

