



FRESH PICKS



Easter is right around the corner, and now is the perfect time to place your floral orders. We have a beautiful selection of **Easter lilies**, **vibrant potted plants**, and **assorted spring bouquets** ready to help you create eye-catching displays and festive décor. Ordering early ensures the best selection and availability for your holiday needs.

From classic **white lilies** to **colorful mixed arrangements**, our Easter florals bring freshness and seasonal charm to any space. Whether you're decorating for events, retail displays, or gifting, we have the variety and quality you can count on.

ALERT



Recent freezing temperatures in Florida have caused frost damage to **tomatoes**, **cucumbers**, and **bell peppers**, tightening East Coast supplies during a key winter production window. With Florida volumes reduced, demand is shifting to Mexican growers, increasing pressure on Mexico to supply both East and West Coast markets and creating a firmer overall market.

IN SEASON!





Fruit Update

Apples: Apple season continues and so does the shortage of small sizes. Foodservice sizes for **Galas** and **Granny Smiths** are tight, 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, although all are trending to larger sizes. 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 conditions are firming up. Prices have increased. Weather in Florida, Georgia, and Texas affected production and supply for the East Coast. Mexico's supply is attempting to fill demand for both the East and West Coasts, leading to higher price points. Expect firm conditions for the week. Quality is good.

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 for **strawberries** are firm after the annual Valentine's Day demand. Cold temperatures in Florida are putting pressure on Mexico's harvest. However, production in California has picked up, helping ease tight supplies. Expect firm pricing as demand slowly eases. Quality is not great.

Citrus: The San Joaquin Valley continues being the primary growing region for **lemons**. The Southern California and Arizona growing regions are ending their seasons. Oxnard is expected to begin production in another month. For now, conditions are steady with firm pricing and average quality.

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.

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

Grapes: Supply for both imported **red** and **green grapes** is holding steady. Prices are firm, and quality is good. Steady conditions are expected for the remainder of the month.

Pears: The Washington state pear season continues. **Anjous**, **bosc**, and **reds** are all in good supply. Quality is also good. Expect steady conditions along with firm pricing.

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 amid high demand. 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 are still firm. Cold weather in Florida has significantly affected supply, and Mexican crop is attempting to fulfill demand on both the East and West Coasts.

Green bell peppers, in particular, are in short supply. Expect increased pricing, as supply is down. Conditions are expect to be firm for several weeks.

Broccoli & Cauliflower: Conditions for broccoli are still tight as we continue to experience 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 experiencing 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 sprout supplies are seeing some slight improvement. Production was impacted by insect damage and weather. Crop is also still peaking in smaller sizes. Prices are firm, and quality issues are being reported.

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 tightening again. Quality has improved. Although, crop is skewing toward smaller sizes. Supply is currently coming from the Southern California and Yuma regions. Prices are firm.

Cucumbers: Cucumber supply has started to pick up but is still low. Market conditions are 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 for several weeks.

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. Relief isn't expected for 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 but are continuing to improve. 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.





GARLIC LEMON BROCCOLI SKILLET

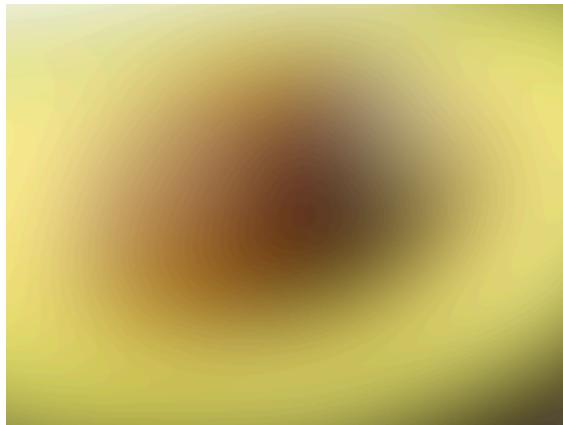
Quick Directions: Heat olive oil in a large skillet over medium heat. Add fresh broccoli florets. Sauté for 4-5 minutes. Stir in minced garlic and finish with a squeeze of fresh lemon, a pinch of red pepper flakes, salt, and cracked black pepper. Top with grated parmesan.

DID YOU KNOW?

Bell peppers start out green, and if left on the plant, they can turn red, yellow, or orange. The longer they ripen, the sweeter they become.

PRODUCE TRIVIA

Which fruit has more potassium than a banana?



Answer revealed next week!

Answer to last week's riddle: Peaches were once called the "Persian apple," giving apples their modern name.

STORAGE TIP OF THE WEEK

Keep onions in a cool, dry, well-ventilated space — never in plastic bags. Proper airflow helps prevent moisture buildup and extends shelf life.

For updated prices and availability, contact us at

(916) 441-6431

or

solutions@generalproduce.com

