



Food Service Market Report

October 29, 2025



Avocado

California avocados are done and Mexican fruit is dominating the market. Quality and pricing on avocados are very good, with not much changing over the past few weeks due to overabundance of supply. Expect supply to tighten up in November.



Onions

California onions are pretty much done. Market is up slightly on yellows and significantly up on white onions. Quality is excellent on all colors, with sweet onions also available. PNW truck freight has increased once more.



Green Leaf

Quality is fair to good. Pricing has risen and product is very light and experiencing low yields due to disease pressure.



Romaine

Product has quality issues: light fringe burn due to warmer weather and lower weight than usual. Market continues to be elevated.



Cabbage

Red cabbage is in good supply, while Green Cabbage and Napa have become short. Overall quality is fair.



Iceberg

Supply continues to be below budget and quality is fair. Market is up and expected to stay elevated until Yuma, Arizona begins. Salinas, CA is nearly finished while Huron, CA is expected to continue for a few more weeks. Look forward to Yuma, Arizona beginning as early as this weekend. Expect processing plants to move the weekend of 11/14 and be fully

Round, Roma and Vine-Ripe Tomatoes

*As always, keep an eye out for November, December, and January weather!
The majority of Baja Vine ripe and roma tomato volume will come from Florida,
McAllen, and San Diego for the next 2 months.*

California

One tomato shipper is left harvesting fresh tomatoes for the next 2 weeks; California fall and winter tomato season is finished. Markets are in the mid to high teens for little product offered.

Mexico

The Nogales West Mexico tomato season will commence Mid-January!

Florida

Florida is now the prime eastern growing region for fresh tomatoes going forward. Weather has been very nice and volume looks to increase week over week. Markets are in the mid to high teens for the best quality.

Snacking Tomatoes

Both conventional and organic grape tomatoes are in good shape and in peak harvest conditions. Conventional medley tomato supply currently exceeds demand, while organic medley tomato is in a snug spot with good supply and demand. Cherry tomatoes are in steady supply and ready to promote.



Grapefruit

Packing California Marsh with limited availability on 40's and smaller. Peaking on 32's and 27's.



Oranges

Start shipping week of 11/3 and look forward to good sizes this year. Peak on 72's.



Lemons

Packing good volume sourced from Southern California with run sizes peak 95's through 140's.

Limes

Expecting an increase in volume and sizing towards the end of October, which may cause limited second or third crop available. Limes could have decreased volume by the end of November and expect price increases.

Strawberries

We are still currently in a very limited demand-exceeds-supply market situation in all growing regions.

- High pricing has begun to push demand lower, but there is still strength that remains in the markets due to light yields.
- Oxnard yields should improve slightly over the next several days due to nearly ideal growing conditions.

- Santa Maria will continue to wind down rapidly moving into November.
- Central Mexico's adverse weather delayed some harvest. Now slowly beginning to cross more fruit into the U.S through Texas.

Blueberries

The blueberry market is beginning to slowly adjust downward, with better numbers of Peruvian imports arriving at the ports in Los Angeles, New Jersey, and Florida, alongside more volume from Central Mexico.

Mexico Hot Peppers

Forecast: fall/winter season chili peppers will climb on cost and be tight on supply.

Growing regions

- Mexico
 - Baja: low production
 - Sonora/Hermosillo/Guyamas: chili peppers will harvest in 4-6 weeks.
 - Chihuahua: tomatillo good supply
- USA
 - Santa Maria, CA & Fresno, CA: local growers will harvest through October and into November if weather permits

Active peppers this week

- Jalapeño, Serrano, Anaheim & Caribe - with Mexico's collectively low production and rain causing damage from previous weeks, supply is low and demand is high.
- USA chili peppers - only a few growers remain. Availability will remain low.
- Chihuahua Mexico - tomatillos will slowly start to climb as only one region is harvesting.



Chipper Potatoes

Veg-Fresh is shipping chipper potatoes daily!



White Potatoes

White potatoes have decent supplies available. Demand and market is up.

Russet Potatoes

Conventional: The market is moving up this week on all sizes of russet cartons and 5# and 10# bags as freight moves up and winter approaches. Plenty of colored potatoes available while whites are more limited.

Organic: Quality on organic russet potatoes is excellent, supply is good. Veg Fresh has all pack sizes available in paper or poly.

Red and Gold Potatoes

Conventional: All areas are shipping red and gold potatoes. Prices up slightly this week. We are seeing very nice quality and demand has been good.

Organic - Potatoes are coming out of most growing regions in the Pacific Northwest, quality and demand are good. Veg-Fresh packs in both paper and poly!



Bell Peppers

Very limited on large and extra large green bell peppers. Price is still increasing from last week.

HH Bells - seeing steady volume from Mexico.



Slicer Cucumbers

Market is trending down as supply increases.



Eggplant

Supply has increased, particularly on the 24 count case. Product is coming from Coachella and Mexico.

Wet Vegetables

White, yellow & bi-color corn: steady/slightly higher out West with not a lot of growers going right now. Bi-color corn and white also available.

Broccoli Crowns - Steady supply with slowly falling price.

Brussels Sprouts - Markets continue to trend higher as most shippers raise prices daily. Growers are still dealing with insect pressure in the fields after a challenging summer growing season.

Green & Red Cabbage: green cabbage is steady/slightly easier the past few days. Better quality.

Red cabbage has steady availability, no insect pressure.

Cilantro - limited but available. Price came down slightly from last week.

Onion Leeks - limited but available.

Kale - green and black kale in good supply.

Curly & Italian Parsley - Supply is steady.

Veg-Fresh Farms

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