



Retail Market Report

October 29, 2025

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.

Organic Roma Tomatoes

Fair to good supplies out of Mexico/Baja accompanied by fair to good demand. A few suppliers are having quality issues with new production which could affect the market in the near future. Price has not changed, with quotes still in the high teens to low \$20.00's.

Tomatoes on the Vine

Conventional

Supplies: fair to good supplies out of Mexico. US and Canada production varies depending on growing region.

Pricing: FOB cost is holding around \$8.00. \$9.00 - \$11.00 delivered cost on US and Canadian product.

Organic

Supplies: fair to good supplies out of Mexico.

Pricing: FOB cost is still holding in the mid-teens.

Demand: fair to good demand.

Demand: fair to good demand

Beefsteak Tomatoes

Conventional

Supplies: Good supply out of Mexico, which should continue through November barring any weather issues. Texas production is starting up while US and Canadian supply varies depending on growing region

Pricing: FOB cost is mostly in the \$9.00 - \$10.00 range, with a few higher quotes mostly from the eastern US.

Demand: Watch for demand increasing in the west for Mexican and Canadian product as California supply is finishing.

Organic

Supplies: fair to good supplies out of Mexico.

Pricing: FOB cost holding in the low teens.

Demand: Demand has still not improved; it has been light to fair for the last couple of months. We can offer promotional pricing for November.

Heirloom Tomatoes

Conventional

San Diego harvest will begin by the end of this week, while Mexico will not begin until December. Expect lower harvest due to winter's cooler temperatures and shorter days. Markets remain strong.

Organic

While market remains strong, there is an overall extremely limited harvest for the next 2-3 weeks.

California harvest is near finished and bad weather in Mexico and Baja has delayed fall plantings.

Melons

We have a steady supply of organic mini watermelons California and Mexico.



Grapefruit

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

Organic: Started Rio District 3, with volume of size 36's, smaller cartons, and all bag styles.



Oranges

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

Organic: Should have fruit available late week of 11/3. Call for update.



Limes

Conventional: Expecting an increase in volume and sizing towards the end



Lemons

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.

Sweet Limes: Good availability on Medium and larger. Have 1# high graphic Giro bag.

Pack steady volume weekly on conventional. Peak large then jumbo.

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

Organic: Packing volume from California District 3. All around good volume with size peaking on 115's.

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.



Blackberries

Conventional blackberry supplies remain light this week, though quality is gradually improving.

- Mexico is transitioning out of its monsoon season.
- California continues with low production prolonged by warm weather.
- Mexico's production is on the rise, with a seasonal peak forecasted for mid to late December.



Raspberries

Raspberry supplies continue to be light as California production is now nearly finished.

- Mexico is in the early stages of its first bloom, and volumes are gradually building but still insufficient to meet strong demand.
- Expect prices to stabilize through the next two weeks as Mexico continues to ramp up.



Organic Mini Sweet Peppers

Expect higher pricing due to very limited volume. Oxnard's final harvest was last week. In 2-3 weeks Baja will finish and Coachella will begin harvesting.



Persian Cucumbers

Steady supply out of Central Mexico and Baja. Canada supply is available, but costs more. Overall good quality from all regions.



Eggplant

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

Organic Apples

Excellent volume and quality continues out of the Northwest.

Soft Squash

The market on Italian fancy squash is starting to tighten up. Santa Maria is winding down and Mexico is still a couple of weeks away from going into full production. A few shippers have started but volumes remain very limited.

Organic Hard Squash

Steady, good quality volume continues on all varieties out of Central California. Mexico starts up in about a month. Great time to promote!

Organic Soft Squash

Zucchini supply is tight. Mexico is seeing relief. Next week, price should start to go down.



Mango

Brazilian mango have started out on the West but are very short and high priced. Ecuador mangos will be starting in 1-2 weeks.

Organic: This is the last week of Organic 6ct/7ct California Keitt mangos. Excellent green skin, orange internal color, and eating quality. Peaking on Size 4/5's. Ecuador season starts up in early November.



Pineapple

Market is improving slightly on pineapples from Costa Rica and volume will remain tight for another month through Thanksgiving. Very little Mexican fruit is crossing this week. Quality varies significantly throughout the market.

Jicama

Good supply storage crop until December from Nayarit, 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.

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!

Asparagus

Peru: expect to see more Peru product coming into the USA. Peak season October through December.

Southern Baja: Constitucion area - supplies are increasing. Expect prices to come off with promotional opportunities for the next few weeks.



Slicer Cucumbers

Market is trending down as supply increases.

Organic Slicers - good volume, price is steady

English Cucumbers

Good supplies continue out of Mexico and Canada on both conventional and organic English cucumbers. Overall, the quality is good on all English cucumbers and is a great item to push.



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.

Bell Peppers

Conventional 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.

Organic Green bells - very limited out of California

Organic HH Color Bells - Mexico & Canada have limited volume

Wet Vegetables

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

Broccoli Crowns: Steady supply with slowly falling price.

Brussels Sprout: 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: good supply on green and black kale.

Organic Brussels: Very limited due to quality concerns.

Curly & Italian Parsley: Supply is steady.



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