



Food Service Market Report

December 10, 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

Very good volume and quality on reds and yellow onions. Market is not moving much on reds still. Promo volumes are available. Very limited supply on good quality white onions right now. Quality is varying with some slight greening and some water staining present. Price on the white onions have moved up significantly this week. High freight prices and limited trucks during tree and holiday season.



Green Leaf

Quality looking good and weights are as well. Demand is good and pricing remains up.



Romaine

All produce is shipping from Yuma and quality is very nice. Market is coming down but still slightly elevated.



Cabbage

Red, green and Napa cabbage are in good supply. Quality is looking very nice.



Iceberg

Lettuce market is still slowly coming down. Quality is good and weights are normal. Product is available and supply is on budget.

Round, Roma and Vine-Ripe Tomatoes

Unless weather interrupts harvest, we see ample tomato supplies going into Christmas and New Years business cycle.

Roma Tomatoes

Currently in production in Florida, Mexico and Baja, CA. Wide range in quality due to wet weather each area has experienced off and on the past two weeks. Seeing best quality from Baja, California.

Vine Ripe Tomatoes

Currently best quality vine ripe tomatoes are coming from Baja, CA. Markets are in the high teens for the best quality.

Snacking Tomatoes

Cherry tomatoes - are steady. Good supply and good demand.

Grape tomatoes - are starting to become more available with Mexico breaking new fields.

Medley tomatoes - are in short supply. Especially organic medley tomatoes. Demand exceeds supply.



Grapefruit

volume is limited with steady demand. Increase volume when Texas wraps up which should be in mid-February.



Oranges

Conventional navel size has shifted up. Fruit peaking 88' and larger 113/138s limited.



Lemons

Lemons best deals are on choice 140s. Have a few 165s and 200s are limited.

Limes

As old crop limes continue to ship from Mexico, supply remains steady. However, recent growing conditions will cause quality concerns ahead. Quality on larger sizes 175/150s expecting yellow, staining, scaring and short shelf life. Prices on large fruit will be cheaper than smaller 200s/230s.

Strawberries

Shippers are working in several areas with increasing yields being reported in each region. After several months of increased pricing and limited availability, we are seeing markets rapidly moving lower. December demand is expected to remain low at the retail levels until the lower pricing being offered affects promotional pricing at the store level.

Terminal markets are carrying heavy inventories in response to the shippers trying to keep the product moving.

Santa Maria & Oxnard: Another new winter crop season will begin in late December in Santa Maria. Oxnard is rebounding nicely moving into January with strong production.

Central Mexico: Production is increasing in this area. We expect this trend to continue into January.

Baja California: We are starting to see numbers increase as they begin to arrive in San Diego from this new area.

Florida - growers in this area are seeing a dramatic increase in volume produced from the ranches. These numbers should continue to increase daily, peaking in late January.

Blueberries

Peru is seeing the last containers arrive at U.S. ports over the next 2 to 3 weeks. Central Mexico production is on the rise with better numbers crossing daily.

Mexico Hot Peppers

Current Growing regions - Sinaloa and Sonora Mexico

We have begun to receive harvest from both regions on most chili peppers and tomatillos. Supply will increase through the month of December and into the new year if weather continues to be favorable through the season.

Jalapeño - good supply

Serrano - good supply

Anaheim - good supply

Caribe - good supply

Red Fresno - good supply

Habanero - limited

Pasilla - limited

Tomatillo - limited

Active peppers this week

- Pasilla - limited supply until more production zones begin in Sinaloa
- Habanero - limited supply and production in La Paz, Mexico
- Tomatillo - Sinaloa production is low currently. This will increase in the next 15-20 days as more zones will be ready for harvest.



Chipper Potatoes

Veg-Fresh is shipping chipper potatoes daily! We have a 10/5# Fresh Fries chipper bag available for promotion!



White Potatoes

White potatoes have decent supplies available. Demand and market remains steady.

Russet Potatoes

Conventional: Very good supplies on all Russet potatoes available as we approach the holidays. Market still remains low. We need some lead time on any special packs. Demand is picking up for Christmas on russets and golds for the next two weeks.

Red and Gold Potatoes

Conventional: All areas are shipping red and gold potatoes. Market remains steady. Quality is very good and demand is ramping up for the holidays.



Bell Peppers

Good volume on all green bell peppers. Price is steady. Red bells are getting tight with price going up.

HH Bells - limited volume from Mexico. All colors are tight. Prices going up on all HH.



Slicer Cucumbers

Supplies crossing through Nogales are currently tightening up and lighter than normal. Quality remains good but markets are firmer.



Eggplant

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

Wet Vegetables

White, yellow and Bi-color corn: slightly higher price coming across from the desert.

Broccoli Crowns: good supply with Yuma, AZ starting up.

Brussels Sprout: High and steady at elevated prices. Pricing has remained high for the past month.

Green & Red Cabbage: plenty of green cabbage available with Yuma and Santa Maria. Red cabbage is available.

Cilantro: higher prices as rain affected crops.

Onion Leeks: limited but available

Kale: good supply on green and black kale.

Curly & Italian Parsley: Supply is limited.



Veg-Fresh Farms

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