



Retail Market Report

December 10, 2025

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.

Organic Roma Tomatoes

Fair supplies out of Baja. New Mexican production is 2-3 weeks away. FOB market is stronger. Mostly in the \$26.95 - \$28.95 range. Should hold until Mexico production gets started. Fair to good demand.

We are seeing increased demand due to the holidays. Next week should be active. Christmas is on a Thursday, so expect orders to be better than normal next week through the weekend.

Tomatoes on the Vine

Conventional

Supplies: fair to good supplies out of Mexico. Canada is done with their summer/fall crops. Eastern Canada is starting up their winter crops (under lights).

Organic

Supplies: Fair to good supplies out of Mexico. There's availability out of Arizona.

Pricing: FOB cost is mostly in the \$14.95 range. Deals being made on color.

Pricing: FOB cost is moving. Hearing quotes from \$7.50 - \$9.00.

Demand: Light to fair demand.

Demand: Fair to good demand.

Beefsteak Tomatoes

Conventional

Supplies: Good supplies continue out of Mexico. We should see Mexican production slow down in December.

Pricing: FOB cost is still mostly in the \$8.00 - \$9.00 range. Expecting higher cost moving forward.

Demand: Fair to good demand.

Organic

Supplies: Fair supplies out of Mexico.

Pricing: FOB cost is holding in the \$14.95 - \$16.95 range.

Demand: fair demand.

Heirloom Tomatoes

Conventional

Fall plantings out of San Diego remain steady. This time of year, cooler temperatures and shorter days contribute to less harvest. Origin of Mexico will not begin until late December. Markets are steady.

Organic

Harvest out of Mexico is beginning to improve. Markets are starting to come down some. Volume crops out of Mexico will begin in January.



Grapefruit

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

Organic: We have excellent volume 23s through 56s.



Oranges

Conventional: demand is steady. Fruit size has shifted to larger (peak 56/72s). Food service sizes (88/113) are tighter.

Organic: we have run of size peaking on 48 through 72s. Quality is excellent.



Limes

Conventional: 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.



Lemons

Conventional: We have 140s and larger with peak on Fancy 85/115s. 165s limited very few 200s.

Organic: We have good supplies but also strong demand. Pre-booking is encouraged.

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.



Blackberries

This item is in good supply, coming out of Baja and Central Mexico. The product is crossing into the states out of the McAllen, Texas and San Diego California areas.



Raspberries

Lighter supplies are being reported here due to colder, inclement weather in Central Mexico; which is the primary growing region for this item. Baja continues to bring in product through the San Diego area.



Organic Mini Sweet Peppers



Persian Cucumbers

Steady volume continues on both conventional and



Eggplant

Good volume from Mexico. Expecting pricing to stabilize.

organic Persian Cucumbers out of Central Mexico and Baja. Costs are up a bit more this week, but overall still friendly.

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

Organic Apples

Steady volume and costs out of the Northwest. Honeycrisp remain tight, especially on the smaller premium fruit.

Organic Soft Squash

Zucchini has volume out of Mexico. Yellow squash is very limited.

Organic Hard Squash

California is still going with organic delicata, butternut and spaghetti squash. Most other varieties are done for the season. Mexico is going on acorn, butternut, spaghetti and kabocha squash.

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.

Yellow squash - the market is extremely limited right now with low production out of Sonora. Supplies remain tight on both Fancy and Medium. Recent rain has been a factor and growers out of Baja were rained out and unable to pick; further tightening availability.



Mango

Ecuadorian Kent and Tommy Atkin mangos are now shipping for another two weeks or so. Market is coming down again this week due to lack of demand. Quality is solid. Peruvian season will start arriving week 51/52 hopefully.

Organic: Ecuadorian Tommy Atkins and Kents available. Good blush and internal color. Some scarring and sunken shoulders, which is typical for Ecuadorian fruit. Prices are steady. Peru will start arriving at the end of the month.

Jicama

Good supply out of Morelos, Mexico.



Pineapple

Market is off on pineapples from Costa Rica. Demand is decent. Quality is varying. Lots of ripe fruit around. Very little fruit crossing from Mexico right now as the market is flooded. Some Columbian fruit coming in as well.

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.

White Potatoes

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

Chipper Potatoes

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

Yams

Supply and quality out of California continue to be strong on both organic and conventional yams. Ad promotional opportunities available.

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.

Organic: Supply and quality continue to be strong out of the Northwest and Canada. AD promotional opportunities available.

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.

Organic: Red potatoes are still coming out of Canada and are showing some russetting on the skin. Ad pricing available on request!

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 Thanksgiving.

Hermosillo Mexico: limited supply of asparagus from this location.



Slicer Cucumbers

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

Organic Slicers - good volume, price is steady

English Cucumbers

Heavy supplies continue out of Mexico on the conventional and organic English cucumbers. Canadian production is down due to cold weather and this could drive up the market.



Onions

Conventional: 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.

Organic: supply and quality out of California and the North West continue to be very steady with AD promotional opportunities available.

Bell Peppers

Conventional Bell Peppers: good volume on all green bell peppers. Price is steady. Red bells are tight with price still high.

HH Bells - limited volume from Mexico. All colors are tight. Prices going up on all HH. Red are very high priced compared to yellow and orange.

Organic Green bells - steady volume. Mexico has started, price is coming down.

Organic HH Color Bells - Mexico has limited volume. Price is still climbing.

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.

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

Red cabbage is available.

Cilantro: higher prices as rain has affected crops.

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

Organic Brussels: Limited volume due to rain and insect damage. New crop starts end of December/beginning of January.

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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