

# Market OUTLOOK

Week 23: June 2-8, 2025



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Market ALERT

Asparagus  
Beans  
Berries  
Broccolini  
Citrus  
Grapes  
Herbs  
Melons  
Tomatoes

## transportation

Nat'l Diesel Avg: \$3.487↓

Last Year: \$3.758↓

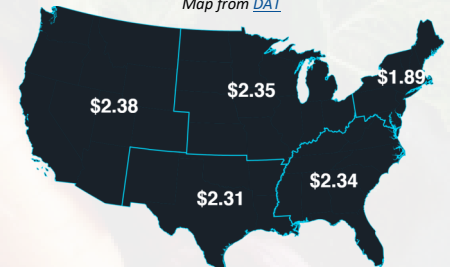
Nat'l Fuel Surcharge: \$0.42

Shortages: Rates are flat

- extreme - N/A
- slight - N/A

### National Posted Rate per mile

previous week's average outbound reefer rate for each region  
Map from [DAT](#)



## weather OUTLOOK

**Oxnard, CA:** Sunny and partly cloudy skies with highs in the upper 60s and lows in the 50s.

**Salinas, CA:** Partly cloudy skies with highs in the 60s and lows in the lower 50s.

**Yuma, AZ:** Sunny skies with highs in the upper 90s to 100s and lows in the 70s.

**Immokalee, FL:** Scattered thunderstorms with highs in the 80s to 90s and lows in the 70s.

**Idaho Falls, ID:** Partly cloudy skies with highs in the 70s to 80s and lows in the 40s and 50s.



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# Market UPDATE

## apples



Washington's crop for Q2 will have good supplies and quality from CA storage. Honeycrisp apples are down 3.4 million boxes from last year but will remain strong until the new crop in late August. Granny Smith demand is strong. Foodservice promotable volumes in Q2 include red-skinned varieties like red, gala, fuji, and pink lady.

## asparagus



**RADAR** Prices are slightly higher. The market is stable with good quality and steady supply. Cooler weather briefly slowed Mexican production, but conditions are improving. Peruvian supply to resume soon. Washington and Michigan remain strong; recent rains had minimal impact.

## avocados



Peruvian volumes are set to double in the next two weeks, keeping prices soft. As sourcing shifts from Mexico to Peru, market dynamics will change. Mexico's Loca crop will favor smaller fruit, while Peru offers strong volumes of 48ct and larger. Colombia mainly supplies 60ct and smaller, and California shows a typical size curve, peaking at 48s. Unlike past years, no delays are expected in the Loca transition. The industry is cautiously optimistic about stable summer supply. Recommended storage: 38°F for Mexico, 42°F for California, Colombia, and Peru.

## bananas



Supply is tightening slightly due to shipping delays and crop pacing, with regional availability fluctuations expected. Quality remains solid, but pricing may rise with demand and freight shifts. Monitor volumes closely and coordinate with ripening partners to manage potential shortages.

## beans



**Green Beans:** **RADAR** Prices are stable. Green bean production shifts from Florida to Georgia with a strong start. Recent rains had minimal impact; volumes remain steady. French beans face availability issues due to port delays, though quality is generally good.

**Snow Peas:** **RADAR** Prices are steady. Supply remains steady with consistent imports from Guatemala, Mexico, and Peru. Quality is good, though recent humidity raises concerns. Growers are monitoring closely as strong demand and tight supply push prices up.

## berries



**Blackberries:** Prices are lower this week. Quality remains good in Mexico, though production has slightly dipped due to recent pruning. Overall volume remains steady.

**Blueberries:** **RADAR** Prices are trending lower this week. Mexican volumes taper, ending by July. Florida is past peak due to earlier weather. Oxnard organic supplies declining; Georgia solid but weather affected. Central Valley CA organics doubling weekly with peak near, while conventional volumes building. Pacific Northwest starts in July.

**Raspberries:** Prices are trending lower. Good quality out of Mexico. Volumes are currently dipping but are forecasted to increase steadily through May.

**Strawberries:** Prices are stable. Santa Maria hits spring peak with strong quality; berry size declining. Watsonville/Salinas ramping up with excellent quality and peak volumes expected by June.





# Market UPDATE

## broccoli



**Broccoli:** Market pricing is active, with increased demand. Supplies are shipping from Salinas and Mexico. Supplies are expected to be steady for the next few weeks.

**Broccolini:** **ALERT** Supplies are light, with good quality and demand. Pricing has escalated and yields are lower this week.

## brussels sprouts



Supplies and quality have improved, with good demand. Market pricing has improved due to improved supplies.

## cabbages



Supplies are steady with improved quality, market pricing and yields from central California.

## carrots



Supply and quality are strong, with firm pricing and steady demand. Good availability across all packaging styles.

## cauliflower



Supplies are lighter with increased demand. The quality is good out of Salinas and Mexico.

## celery



Supplies and quality are good from California. Market pricing is steady and expected to improve as demand decreases.

## citrus



**Limes:** **ALERT** Pricing is up. Mexico is producing smaller sizes (175s and smaller), while larger sizes

have been extremely scarce due to lack of rain.

**Lemons:** **ALERT** Prices are steadily rising. District 1 is done, full focus shifts to District 2. Winds have reduced fancy-grade fruit in District 2, causing expected price increases. Larger sizes remain most promotable.

**Oranges:** Market remains steady. Navel season wraps up this week. Valencia harvest has started with a clean, mostly small-sized crop. Larger fruit is expected as the season advances.

## corn



Market remains steady. Supply out of the west has been good and Florida remains steady.

## cucumbers



The market remains steady. Eastern production has shifted to Georgia with strong volume and quality. North Carolina and other regions will soon add supply. In the West, Mexico and Baja continue with moderate volumes, with top quality from newer crops.

## grapes



The prices of offshore imports are stable. The market shifts from South America to Mexico. Chilean Crimsons arriving with good quality. Mexican Flames begin mid-May with volumes rising by month's end. California red grapes start early July. Green seedless: South American supply winding down (mixed quality); Mexican Early Sweets entering with steady growth.

## herbs



**Dill:** **ALERT** Limited out of the east due to rain in Columbia. Supplies and quality out of the west are good.





# Market UPDATE

## herbs cont...



**Chervil:** **ALERT** Supply is expected to be short from the east until mid-June. Supplies and quality out of the west are good.

**Cilantro:** Supplies have improved with good quality and moderate demand out of Oxnard and Salinas. Market pricing and supplies are expected to improve in the next few weeks.

## kale



Supplies and pricing remain steady with good demand and quality coming from Salinas.

## lettuce



**Green & Red Leaf:** Supplies and quality are good, along with sizing, and weights. Demand has increased this week.

**Iceberg:** Supplies and quality are good with increased demand. Size and weights have improved from Salinas. Markets and supplies expected to be good in the next few weeks.

**Romaine:** Supplies, quality, and demand are good. Size and weights have improved from Salinas. Markets and supplies are expected to be steady in the next few weeks.

**Tender Leaf:** Supplies are good with increased demand and fair quality. Steady supplies from Salinas. Market and supplies are expected to be good in the next few weeks.

## melons



**Cantaloupe:** **RADAR** Prices are stable. Yuma production ramps up with improved sizing (9s and 12s); jumbos expected next week. Quality is excellent—strong appearance, vibrant color, and consistent 13–15% brix.

**Honeydew:** **RADAR** Prices are stable. The season starts strong with a solid mix of 5s and 6s. Jumbos expected soon. Fruit is mostly clean with minor desert scarring; internal quality good with 12–14% brix.

## mushrooms



Supplies, quality, and yields of white and brown are good, and there are no anticipated price increases.

## onions



Quality remains strong across all growing regions, with steady demand. California, Arizona, and Georgia have started, while New Mexico faces a slight delay. Texas supplies are limited.

## onions green



Supplies are steady with good demand. Improved availability, and markets are expected to remain steady in the coming weeks out of Mexico.

## pears



The Pacific Northwest crop has strong demand and steady prices. Bosc is finishing up, leaving Anjou and Red Anjou. Anjou is peaking on 80/90s. Green Anjou should be available through early August, bridging the gap until the new crop Bartlett starts in mid-August.

## peppers bell



The market remains steady. Colored bell supply is strong from Eastern and Western Canada, despite minor weather-related slowdowns. Central Mexico's volumes are light with mixed quality. Green bell supply is limited in the East, but Georgia's season is starting, with volume expected to increase. In the West, Mexico is





# Market UPDATE

## peppers bell cont...



winding down with smaller, off-grade fruit, while California has begun harvesting high-quality, larger-sized green bells. Overall quality is fair to good, with improvements expected soon.

## peppers chili



Pricing remains steady. Eastern chili production is focused in Plant City, FL, with light to moderate volumes and good quality. Georgia has started harvesting, increasing supply. In the West, Mexico continues with moderate volumes and good quality. California has begun light harvesting.

## pineapples



Supply is stabilizing heading into August, with larger sizes more available and smaller sizes improving weekly. Quality is trending up, though supply may still vary with harvest cycles. Pricing is easing but remains elevated. Flexibility on sizing is recommended, along with early planning for late-summer demand.

## potatoes



The Idaho market pricing is steady, with good quality. Yields are slightly down from last year.

## squash



The market remains steady. Eastern squash supply is strong, with full production and good quality from Plant City and Georgia. Additional regional programs will boost supply soon. In the West, Sonora is winding down, with Baja starting and California's Central Coast harvesting light volume.

## tomatoes



Prices are up as Roma production in the East winds down early due to heat and drought. Mexico will take over in June, with Baja and Central regions ramping up and improving in quality. Round have shifted to Ruskin/Palmetto, showing good quality but smaller sizing, with production slowing by late May. South Carolina and Florida will start in early June with light supplies. Mexico's Culiacan region is finishing as Baja increases volumes. Florida's grape supply remains strong but will taper by late May, while South Carolina begins and Mexico's volumes improve with new crops.







# Market UPDATE

*in the news...*

## Five fruits with surprising protein content

May 27, 2025 | [freshfruitportal.com](https://freshfruitportal.com)

Fruits are not commonly known for their protein content. However, Caribbean fruits like the popular passion fruit can provide valuable nutrients such as vitamins, minerals, antioxidants, and fiber, but can also be an underrated tool for building muscle mass.

"People are surprised to learn that certain fruits can contain over 4 grams of protein in a reasonable portion," Andrea Delgado, a nutritionist at the Mayo Clinic, told BBC. "The key is usually in the seeds," she adds.

Because all nutrients are important in our diet, Dr. Delgado emphasized that "the body also needs fiber, carbohydrates, and healthy fats." However, she stated that incorporating these five fruits "can make a difference" when it comes to reaching your protein goals.

### **Passion Fruit**

One cup of passion fruit can provide up to 5 grams of protein. The secret lies in the density of its seeds: each seed contains amino acids that are lost if the pulp is strained.

Dr. Delgado recommended consuming the fruit whole. If juicing, it's best to blend the seeds into the mixture rather than straining them out.

"If you strain the juice, you're left with mostly sugar. Blend the whole fruit and drink the seeds," Delgado advised.

In addition to protein, passion fruit offers soluble fiber, magnesium, and phenolic compounds that help regulate blood pressure. A post-workout passion fruit smoothie not only provides electrolytes but also offers nearly as much protein as a scoop of commercial protein powder, along with the fruit's natural antioxidants.

### **Guava**

Guava provides nearly 4 grams of protein and is also one of the richest sources of vitamin C among fruits.

"The protein mainly comes from the seeds, so it's better to consume ground pulp rather than clarified juice," she noted.

Rich in anti-inflammatory carotenoids, guava aids muscle recovery and acts as an antioxidant, helping prevent aging effects. A serving covers over 300% of the daily vitamin C requirement, essential for collagen synthesis and immune health.

Delgado suggested mashed guava mixed with plain yogurt, which preserves the seeds (and the protein they contain) while also adding calcium



and probiotics, both crucial nutrients for overall health.

### **Pomegranate**

Pomegranate is one of the fruits highest in antioxidants. Its arils (seeds) offer about 4 grams of protein per cup and are packed with polyphenols linked to cardiovascular health and antioxidant effects.

Studies from the Mayo Clinic have suggested that pomegranate juice may help maintain healthy blood pressure and cholesterol levels. The fiber in the seeds promotes digestion and prolongs satiety, while the vibrant red color...

[Read full article HERE](#)

If you have any specific questions or concerns on any commodities not mentioned in this report, please feel free to reach out to [jhoppe@nproduce.com](mailto:jhoppe@nproduce.com) and we will be happy to give you those current market conditions. Also look for our Spanish version that will be released on Monday. Have a great week!

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