



# Market ALERT

**WEEK 27: June 30-July 6, 2025**

## broccoli



**Broccoli:** Supplies are light this week, with Mexico facing quality issues. Most shipments are coming from Salinas and Santa Maria, California, where quality is reported as fair. Demand has increased, keeping markets firm, with potential price increases expected next week.

## brussels sprouts



Supplies are light this week, with current product coming from Mexico and quality rated as fair at best. Availability is expected to remain very limited over the next few weeks. Market prices are likely to continue rising until the full transition to Central California is complete.

## cauliflower



Supplies are light this week, with quality rated as fair. Most growers are shipping from Salinas and Santa Maria, California. Demand has increased, keeping markets firm, and with limited availability, prices are expected to rise next week.

## grapes



The table grape market is transitioning from South American to Mexican supply. Chilean red seedless grapes remain in good condition, while Mexico's early Flames are starting harvest. South American green seedless varieties are winding down with mixed quality, as Mexican Early Sweets gradually increase in volume. Pricing is firm overall, with premiums for early-season high quality fruit.

## green onion



**RADAR** Supplies are steady for this week, although growers are reporting limited product from Mexico. Quality remains only fair, with excess heat contributing to lower yields and quality issues. Tighter supplies and elevated market pricing is expected over the next few weeks.

## herbs



**Chervil:** Supply remains limited, though there is optimism for improved availability in the coming week. Meanwhile, supplies and quality from the West Coast are strong.

## lemons



District 2 is in full swing. Smaller sizes (165/200s) are tight with larger sizes remaining most promotable.

## lettuce



**Green & Red Leaf:** **RADAR** Supplies are light this week. Demand has increased, driving market prices higher. Quality is currently reported as fair. Looking ahead, supplies are expected to stay limited next week, with elevated market pricing likely to continue.

**Iceberg:** Supplies are very limited this week. Demand has increased, while quality is reported as fair. Carton weights are lighter, and field-level yields are down. Expect continued limited supplies and elevated market pricing in the coming weeks.





# Market ALERT

## lettuce cont...



**Romaine:** Supplies are light this week. Demand has picked up, while quality is reported as only fair. Lighter carton weights are expected due to reduced yields. Limited supplies and elevated market pricing are anticipated heading into next week.

## peppers chili



The market is active. Production in Georgia continues but is nearing completion. North Carolina has begun light jalapeño harvesting, with New Jersey and Michigan expected to follow soon. Western supply is shifting to Baja and California, while Central Mexico maintains availability. Some varieties show inconsistent supply, though overall quality remains steady.

★ **HAPPY** ★  
**FOURTH** ★  
★ *of* ★  
★ **July** ★