



Market ALERT

WEEK 28: July 7-13, 2025

broccoli



Broccoli: Supplies are light this week, with quality issues in Mexico. Quality is fair and increased demand is keeping markets firm.

brussels sprouts



Supplies are light this week, with fair quality from Mexico. Availability is expected to remain limited until the full transition to Central California, keeping upward pressure on market prices.

cauliflower



Supplies are light with fair quality. Strong demand and limited availability are keeping markets firm, with prices likely to rise next week.

green onion



RADAR Supplies are steady this week, though product from Mexico remains limited. Quality is fair due to heat-related yield and quality issues. Expect tighter supplies and elevated prices in the coming 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.

Cilantro: **RADAR** Supplies are lighter this week, though quality is good and demand has increased. Market pricing and supply levels are expected to remain steady in the coming weeks.

lemons



District 2 is in full swing. Smaller sizes are tight with larger sizes remaining most promotable.

lettuce



Green Leaf: Supplies are light this week. Demand has increased, driving market prices higher. Quality is fair and supplies are expected to stay limited next week, with elevated market pricing.

Iceberg: Supplies are limited. Demand has increased, while quality is reported as fair. Carton weights are lighter, and yields are down. Light supplies and high market pricing expected.

Romaine: Supplies are light, with fair quality and reduced yields. Increased demand is driving prices up, and limited availability with elevated market pricing is expected in the coming weeks.

peppers



Chili: Prices are rising as heavy rains in Mexico reduce yields and delay harvests, tightening supply on both coasts. Domestic harvests, including in North Carolina, have started but aren't meeting demand, further driving prices up.

Red Bell: The market is up as hot weather in Eastern Canada slows production and tightens supplies. Canadian output is steady but limited, while reduced shipments from Central Mexico are adding further pressure.

tomatoes



Grape tomato supply is limited due to crop transitions and reduced acreage. Roma supply is tight in the East but improving; Western volumes are light. Round supply is adequate and improving.