



VALLEY VIEW

PRODUCE



July MARKET UPDATES

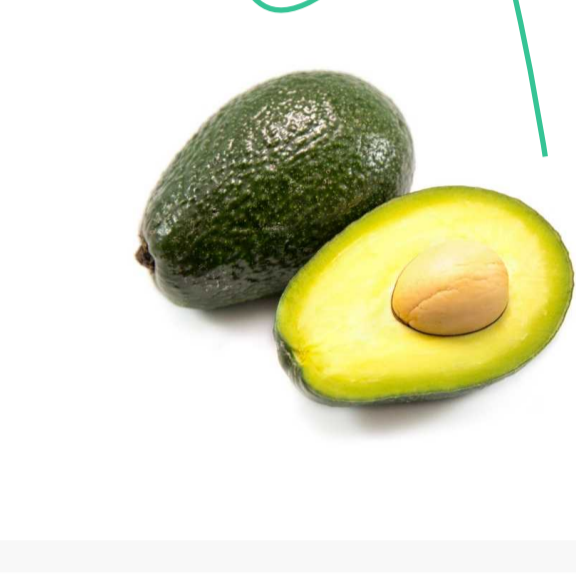
Extreme summer heat, Fourth of July celebrations and rising food inflation have all pushed up prices for **many seasonal fruits and vegetables**.

Supplies are generally ample, with only a few shortages caused by delayed harvests.

Follow our monthly **market updates** to stay one step ahead on all important changes affecting produce quality, price and availability.

AVOCADO

PRICE DECREASE



CANTALOUPE

PRICE DECREASE



CHERRIES

PRICE DECREASE



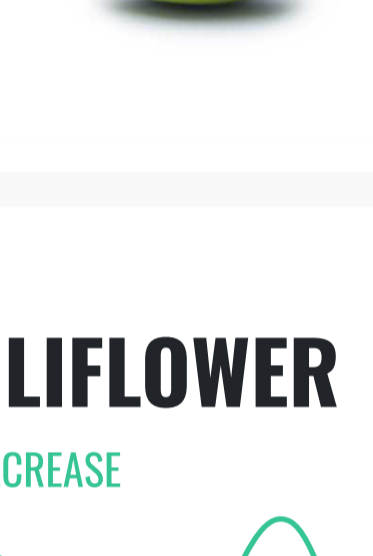
WATERMELONS

PRICE INCREASE



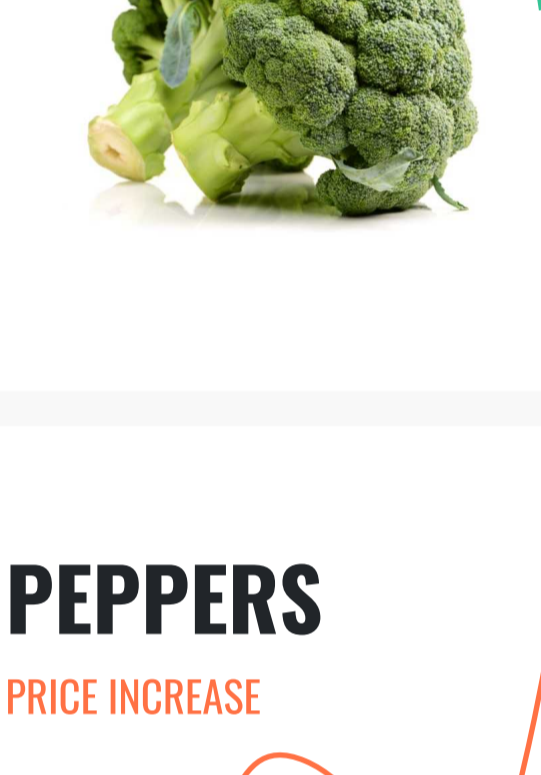
MANGO

PRICE DECREASE



BROCCOLI

PRICE DECREASE



CAULIFLOWER

PRICE DECREASE



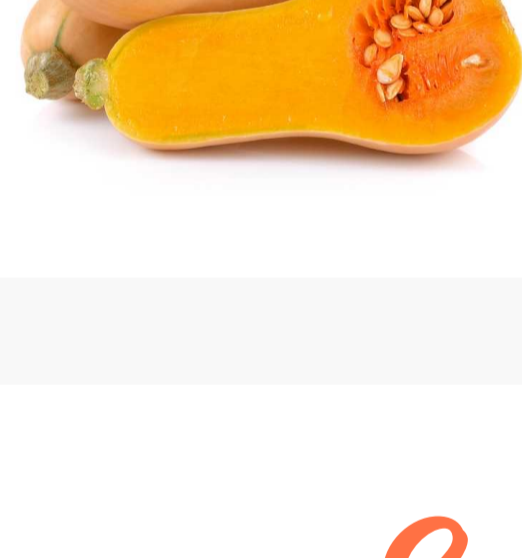
PEPPERS

PRICE INCREASE



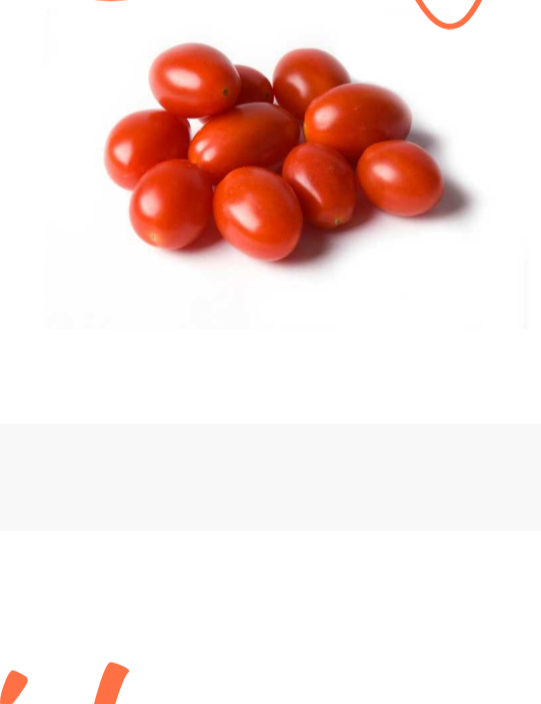
SQUASH

PRICE INCREASE



GRAPE TOMATOES

PRICE INCREASE



Special ALERTS



APPLES

Market is stable with ample supplies for all varieties.



AVOCADOS

Prices remain elevated, due to limited stocks and high demand. Crop quality is excellent.



BROCCOLI

Extreme heat is disrupting Mexican harvests, causing the market to turn to California for supplies. Overall quality is fair.



CELERY

Supplies are abundant with great quality. Volume will continue to rise as Michigan harvests begin in mid-July.



CUCUMBERS

New Jersey is currently dominating domestic production. High demand outmatches supply, so prices are climbing.



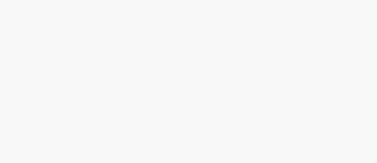
ONIONS

Stocks are sufficient, with great availability in large sizes. Markets rise as demand increases.



ORANGES

It's mid-Valencia season. Crop quality is good, with some occasional softness.



STRAWBERRIES

Volume is slowly declining, causing prices to go up. Supplies will continue to tighten as we move further away from peak season production.