



VALLEY VIEW  
PRODUCE



## July MARKET UPDATES

This month, severe weather conditions are facing some challenges for vegetables and fruits. The tomato market is experiencing strong demand, but the production is low, keeping round tomato markets firm and Roma tomatoes scarce. Chili peppers are experiencing higher pricing due to heat-related quality issues in the West. Avocado volumes are light despite the USDA's restoration plan, with varying quality between crops. Western eggplant supply suffers from heat-induced quality issues, while Eastern supply stabilizes. French beans are at historically low production levels due to adverse weather conditions. Cucumbers face a supply shift in the West, while Eastern regions are in a transition gap, impacting availability and quality.

Let's explore the latest market news to see how it could influence your menus this month.

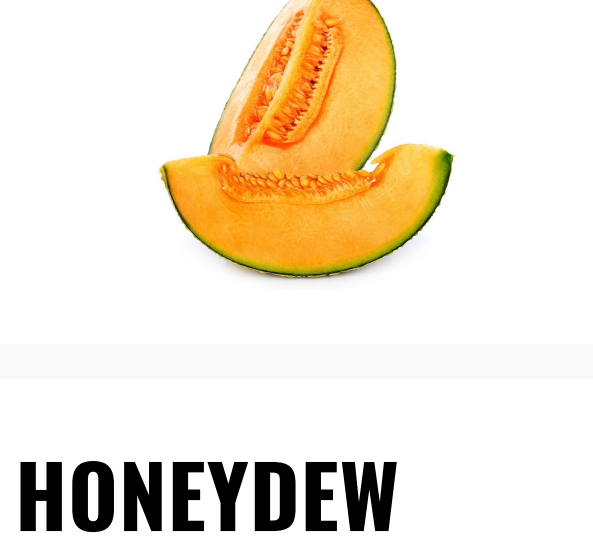
### APPLES

PRICE STEADY



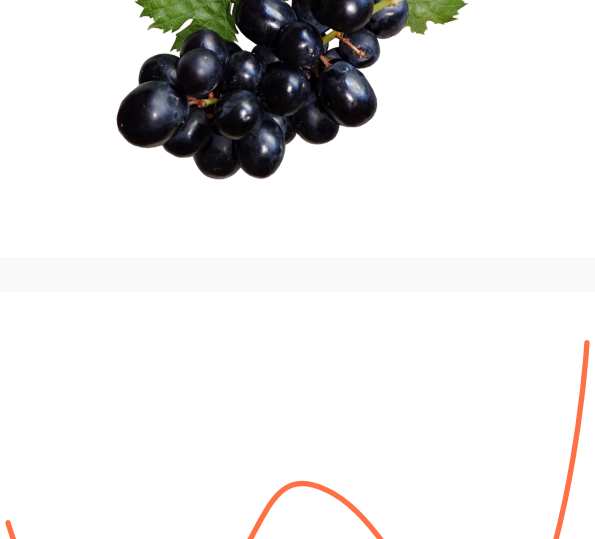
### AVOCADOS

PRICE INCREASE



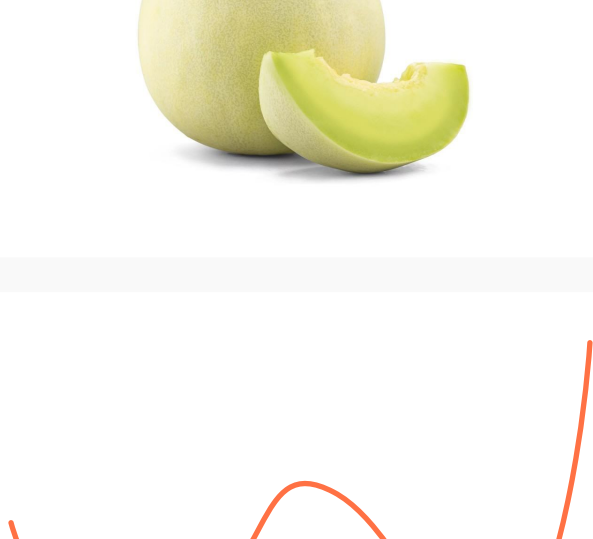
### BLACKBERRIES

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### CANTALOUPE

PRICE STEADY



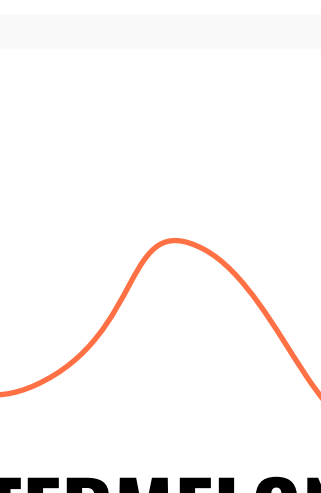
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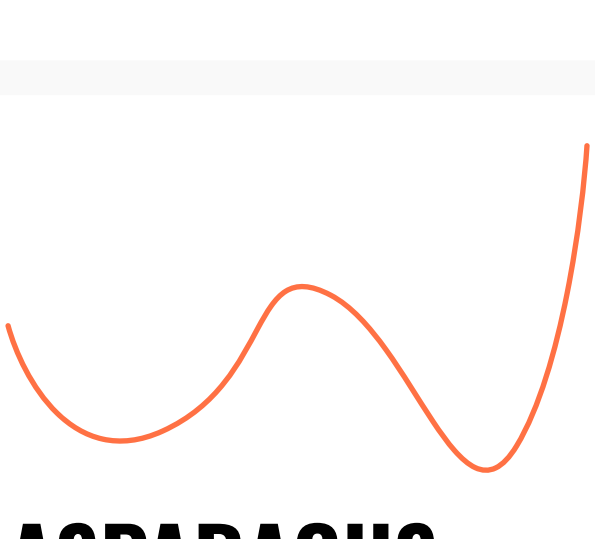
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PRICE STEADY



### ORANGES

PRICE INCREASE



### PINEAPPLE

PRICE INCREASE



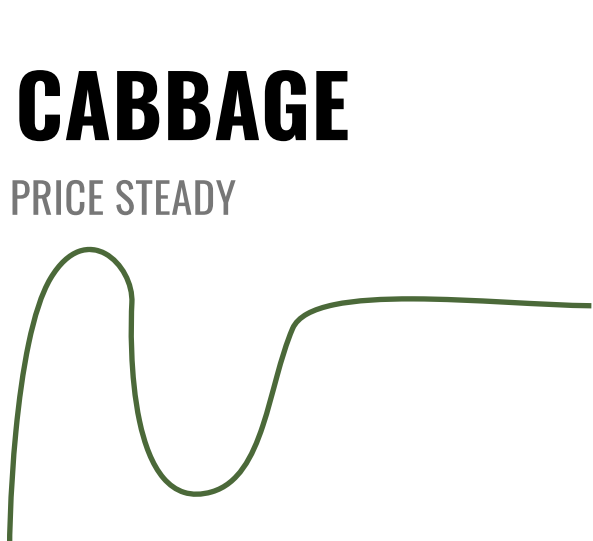
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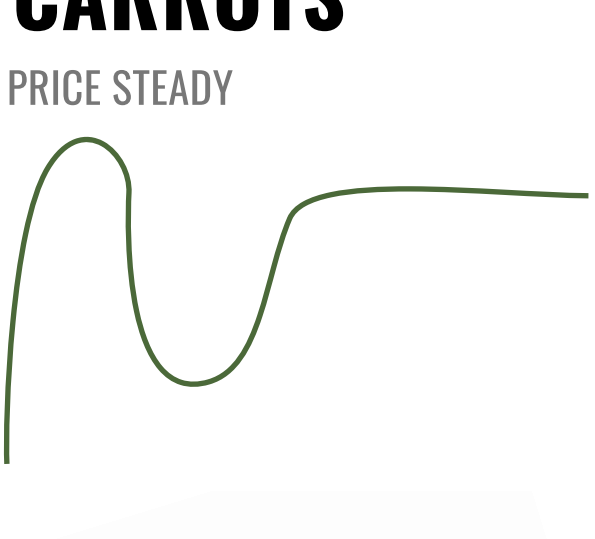
### WATERMELON

PRICE INCREASE



### ASPARAGUS

PRICE INCREASE



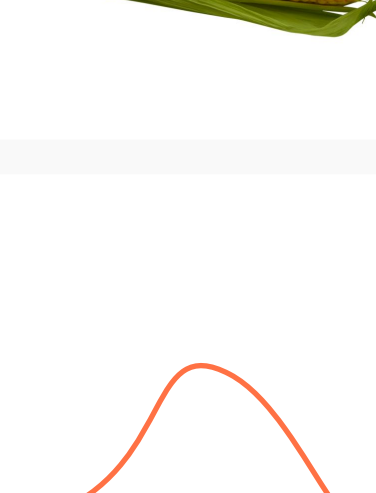
### BELL PEPPERS

PRICE INCREASE



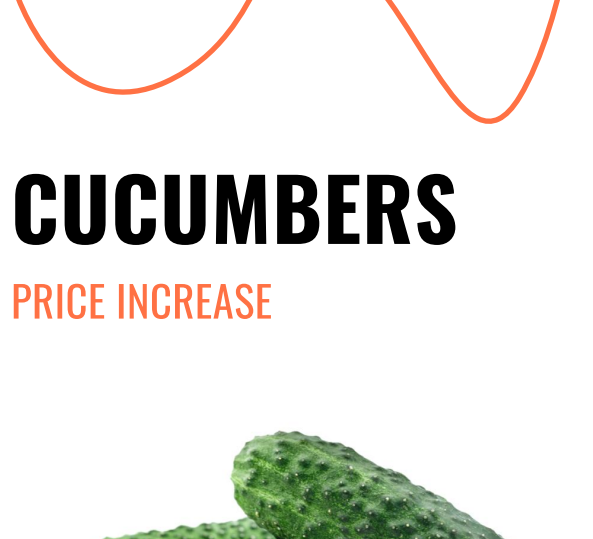
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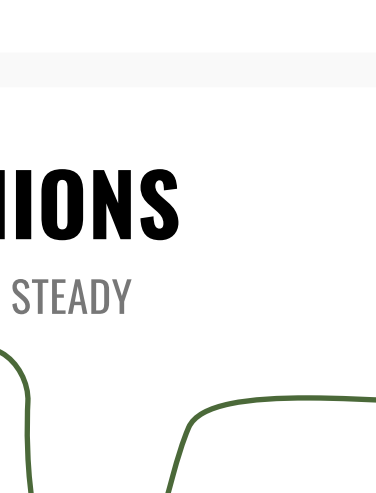
### CABBAGE

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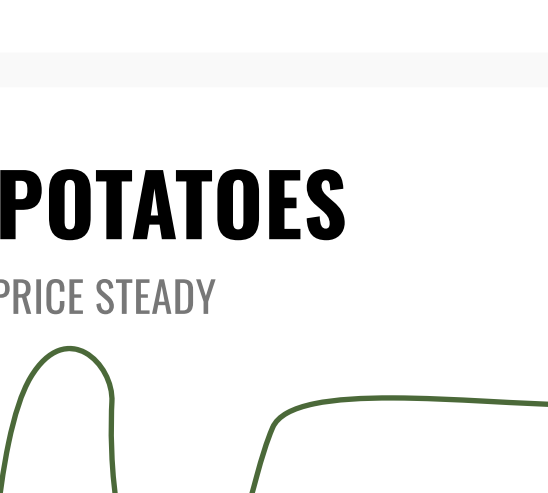
### CARROTS

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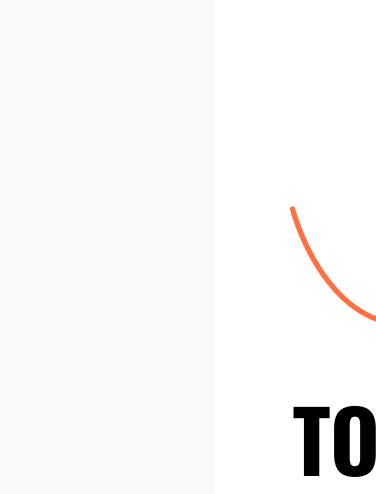
### CHILI PEPPERS

PRICE INCREASE



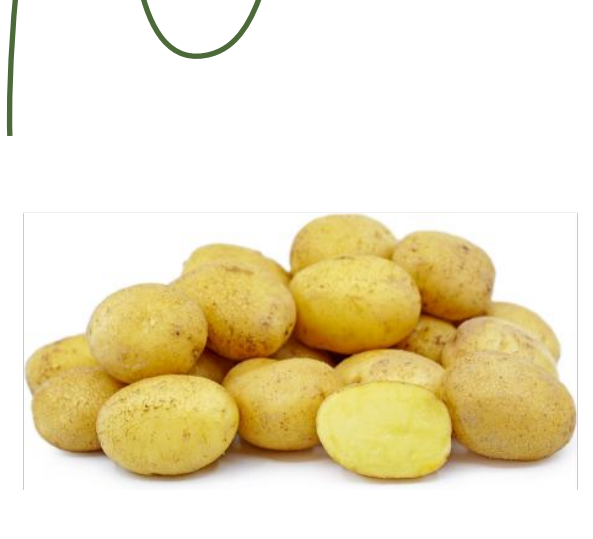
### CORN

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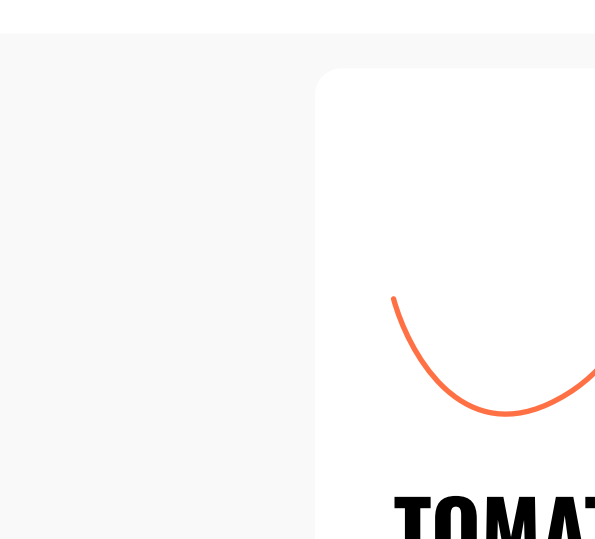
### CUCUMBERS

PRICE INCREASE



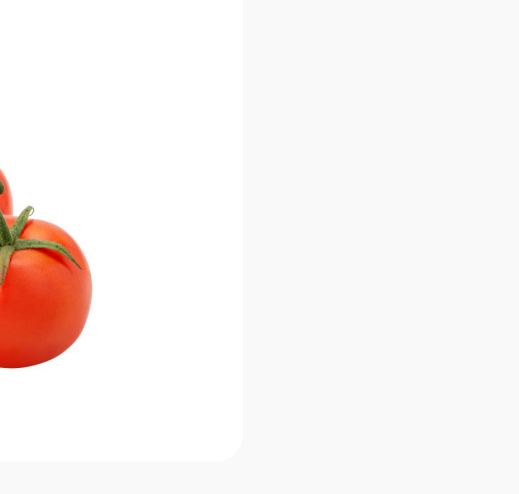
### EGGPLANT

PRICE INCREASE



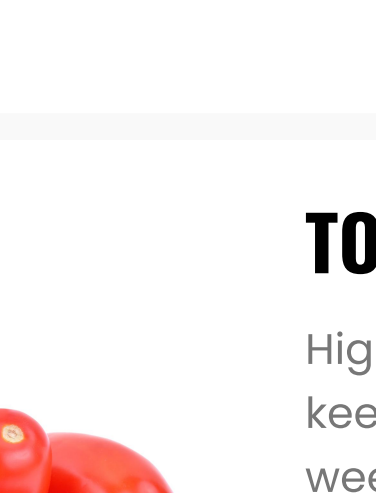
### GREEN BEANS

PRICE INCREASE



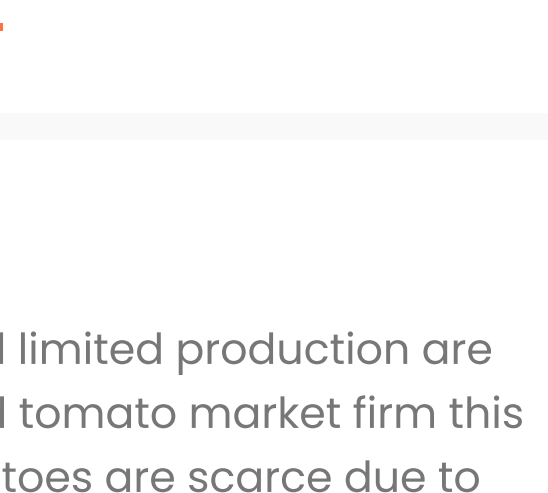
### ONIONS

PRICE STEADY



### POTATOES

PRICE STEADY



### TOMATOES

PRICE INCREASE



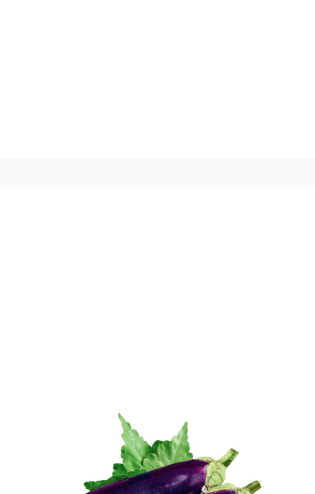
## Special ALERTS

### TOMATOES



High demand and limited production are keeping the round tomato market firm this week. Roma tomatoes are scarce due to weather challenges and reduced eastern production. Cherry and grape tomato markets are improving with increased volume. However, Hothouse Beefsteak, Heirloom, and Cocktail tomatoes are in short supply due to high demand.

### CHILI PEPPERS



Demand exceeds supply, leading to high market prices. Heat-related quality issues in Western areas are causing short supplies in California, and Baja production is insufficient to meet demand. No relief is expected for at least 10-14 days, contingent on weather conditions. Eastern supplies are light, but quality remains good with strong demand. More varieties will start this weekend.

### AVOCADOS



The USDA's restoration plan for Mexican operations began at the end of June, but volume remains light due to limited demand and high prices. Quality varies widely between old and new crops. California markets are stabilizing as Mexico resumes exports. Colombian supply is dwindling.

### EGGPLANTS



Unprecedented Western heat has caused quality issues like sunscald and shrivel, with a bloom drop expected to further reduce supply and increase prices. Eastern supply is stabilizing with good demand and quality. Expect an increased market for the next ten days.

### FRENCH BEANS



Production is extremely low due to prolonged heat, lack of rain, and recent rain and hail. Supply is expected to be historically low for the next few weeks.

### ORANGES



The Navel orange season is ending this week, and the quality is declining. Valencia oranges are in high demand, peaking at sizes 56/72/88, while small fruit remains limited. Import Navels have started arriving.

### PINEAPPLES



Quality and availability from Costa Rica are improving and expected to continue incrementally. Production of large sizes remains tight, a trend likely to persist into August.

### CUCUMBERS



A shift in Western regional growth may affect supply, leading to a market increase late next week. Demand has been good. Eastern cucumbers are tight and currently in a transition gap as the northern region prepares to start. Quality issues are present in Georgia, impacting supply from the south.