



July MARKET UPDATES

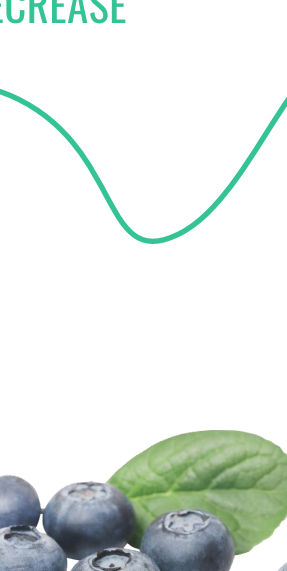
July is shaking things up. Tropical storms, changing harvests, and crop gaps keep the produce world busy. Growers are shifting from the desert to California's Central Valley. East Coast farms are also ramping up. In Mexico, heat is slowing grape and tomato harvests. Meanwhile, labor issues in Central America make banana shipments less reliable.

This is a month for smart substitutions and flexibility. We've compiled key USDA and market data to help you adjust orders and build seasonal menus with confidence.

As always, if you need help navigating volume shifts or swapping items, call us.

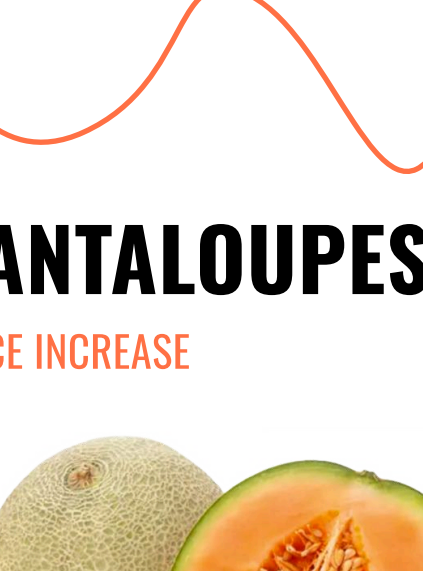
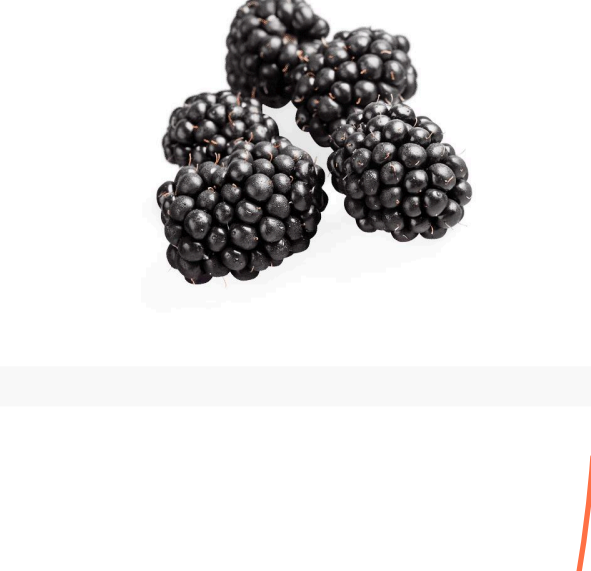
APPLES

PRICE STEADY



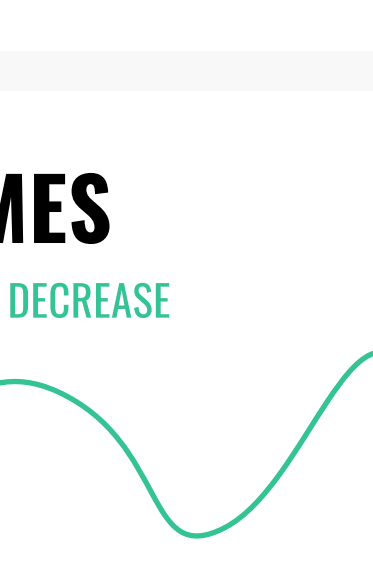
AVOCADOS

PRICE STEADY



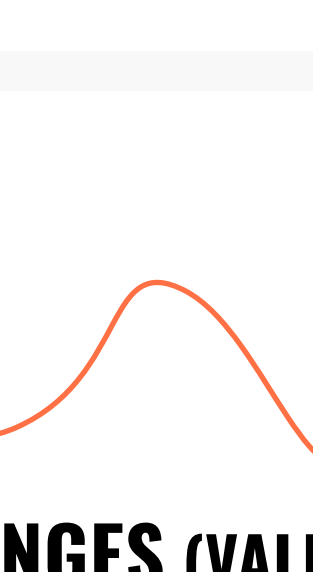
BANANAS

PRICE STEADY



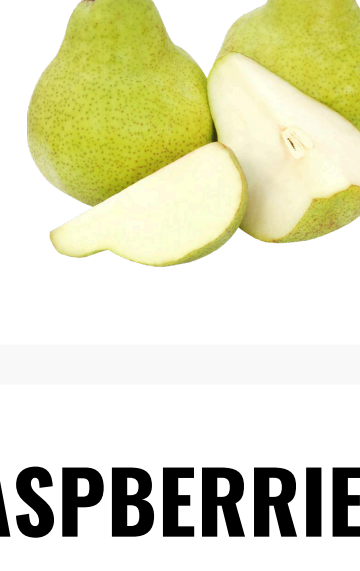
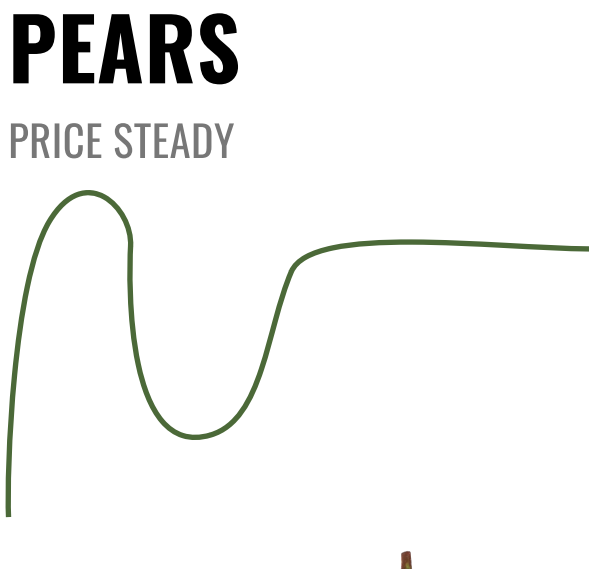
BLACKBERRIES

PRICE DECREASE



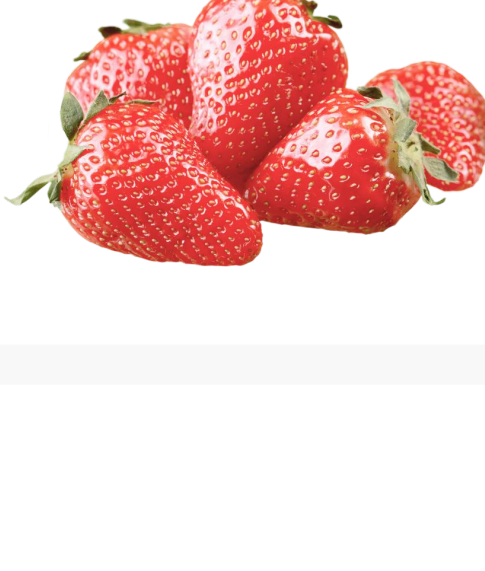
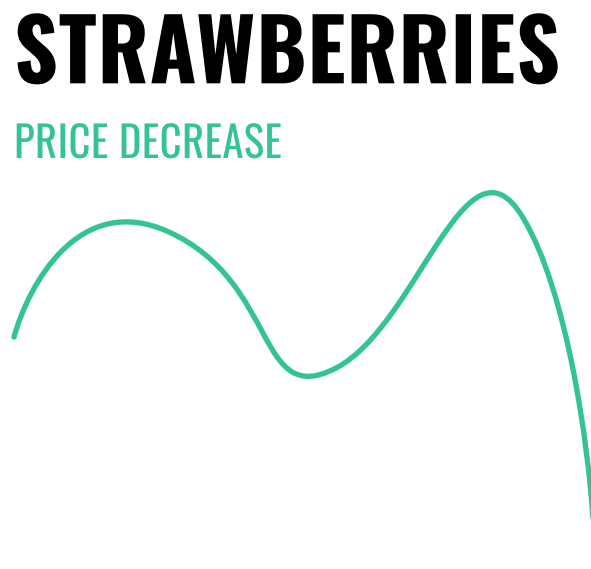
BLUEBERRIES

PRICE DECREASE



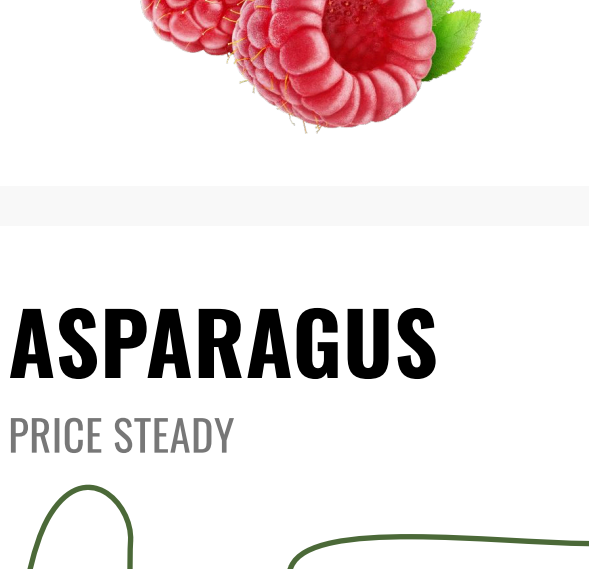
CANTALOUPE

PRICE INCREASE



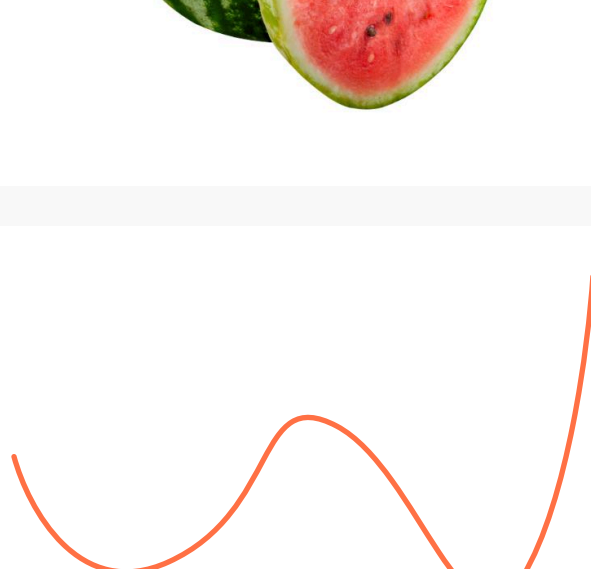
CHERRIES

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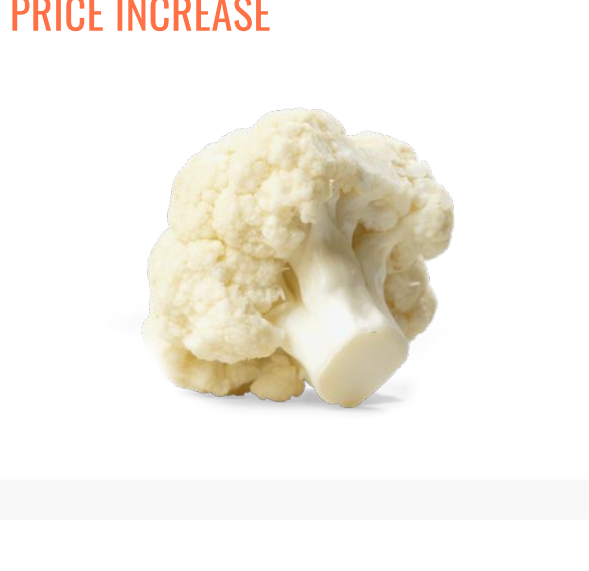
LEMONS

PRICE INCREASE



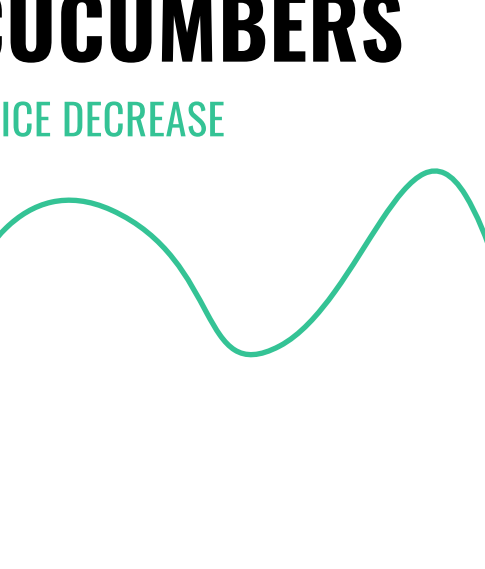
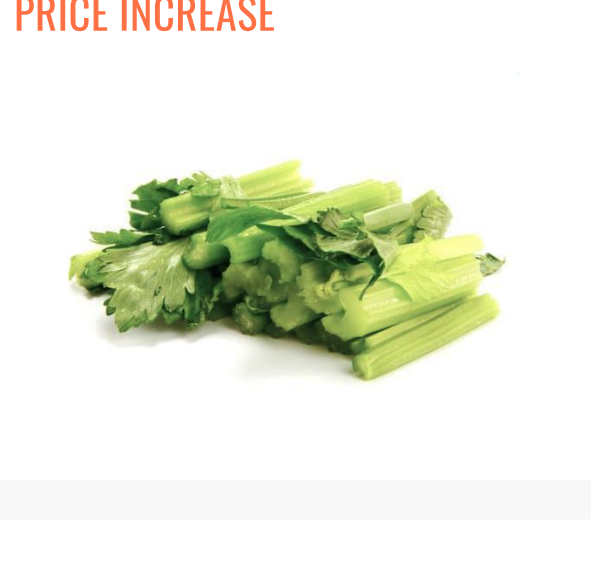
LIMES

PRICE DECREASE



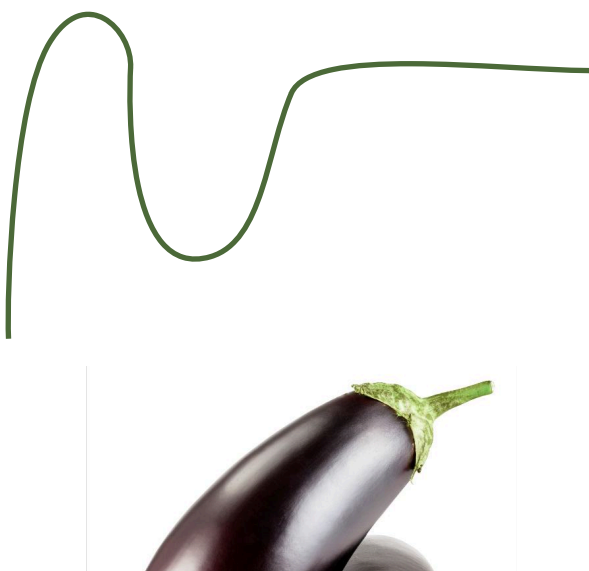
ORANGES (VALENCIA)

PRICE INCREASE



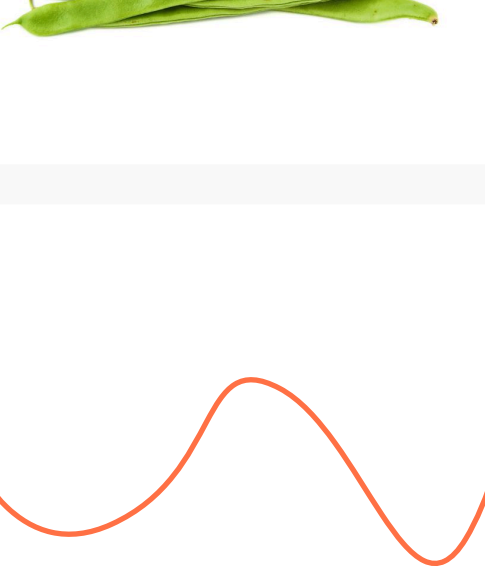
PEARS

PRICE STEADY



STRAWBERRIES

PRICE DECREASE



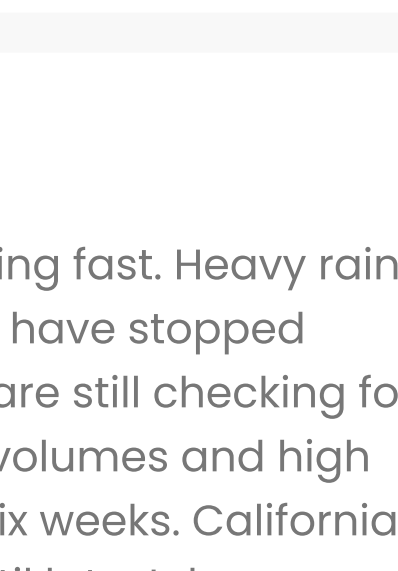
RASPBERRIES

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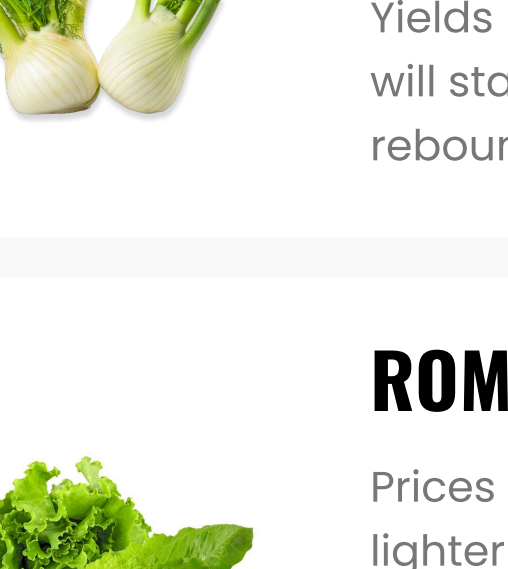
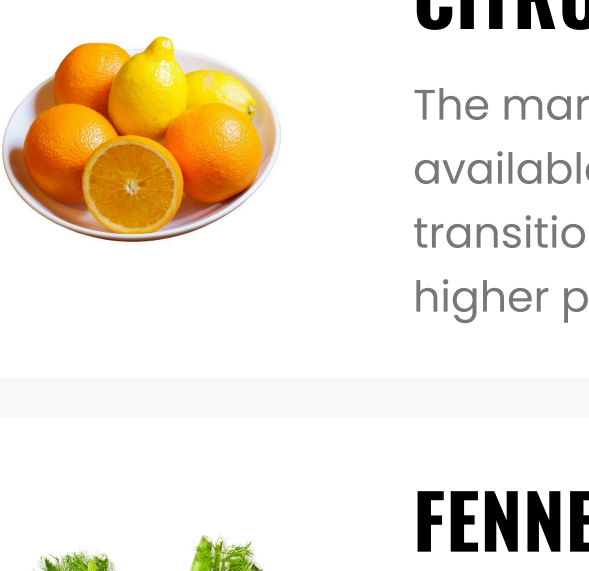
WATERMELON

PRICE INCREASE



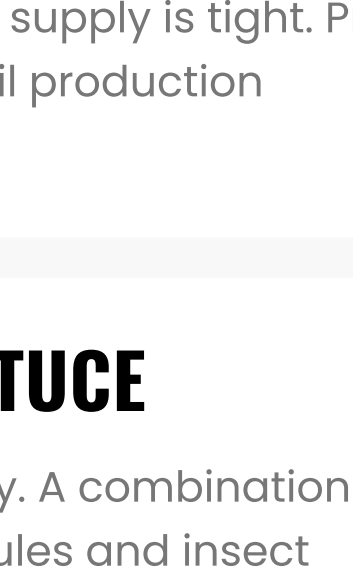
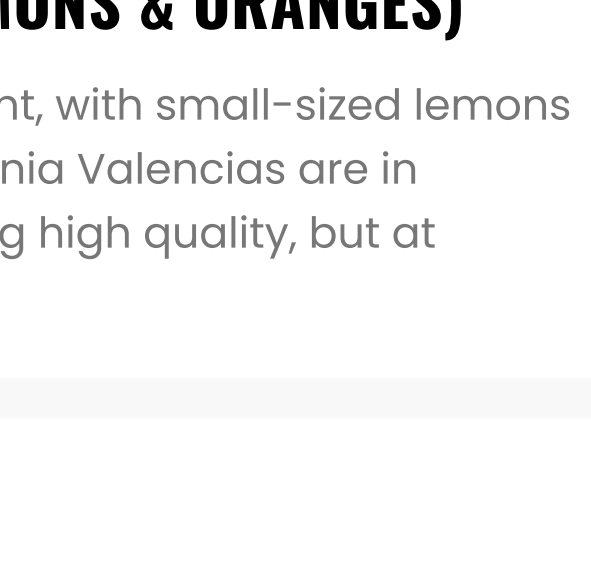
ASPARAGUS

PRICE STEADY



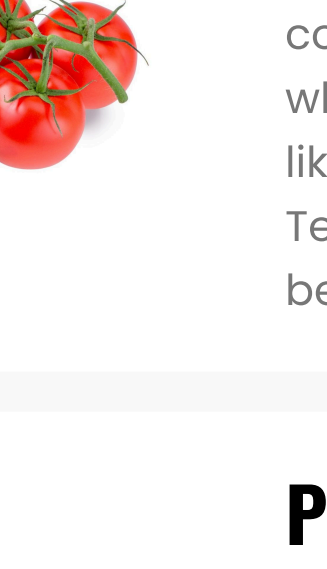
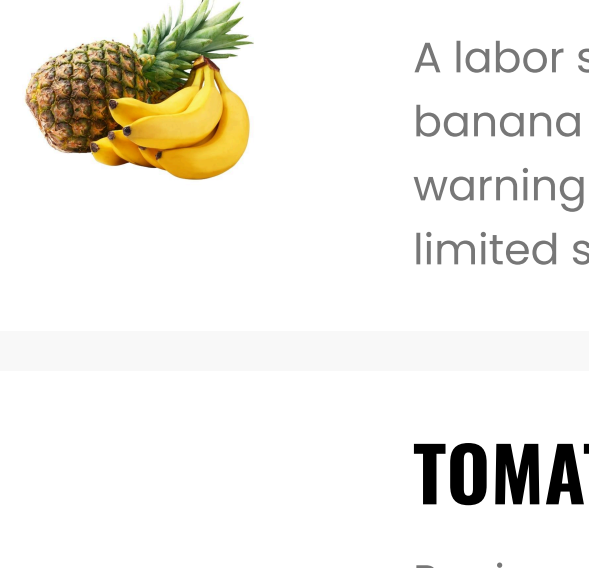
BELL PEPPERS

PRICE INCREASE



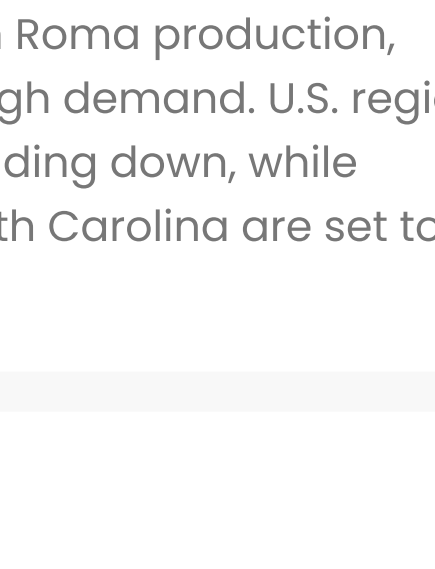
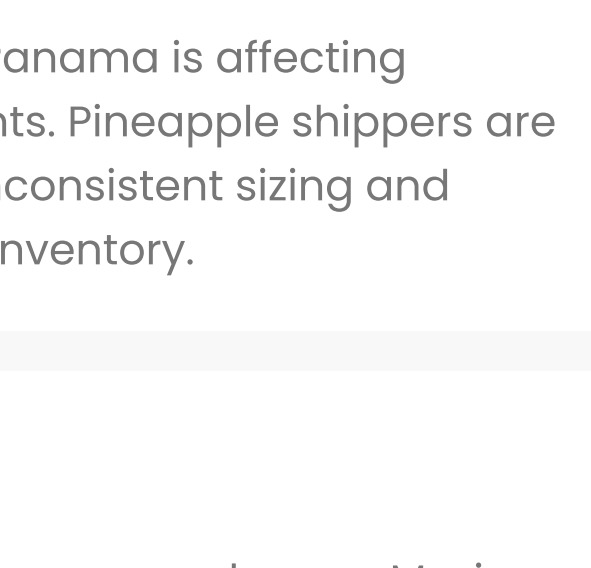
CAULIFLOWER

PRICE INCREASE



CELERY HEARTS

PRICE INCREASE



CORN

PRICE STEADY

CUCUMBERS

PRICE DECREASE

EGGPLANT

PRICE STEADY

GREEN BEANS

PRICE INCREASE

LETTUCE/ROMAINE

PRICE INCREASE

SQUASH (YELLOW ZUCCHINI)

PRICE INCREASE

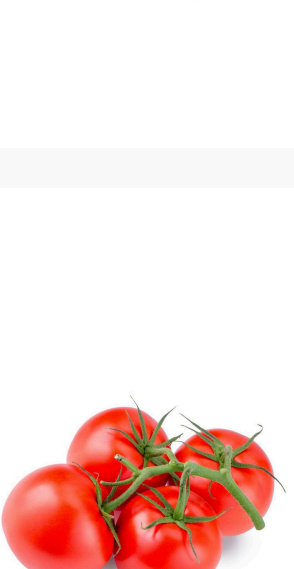
Special ALERTS

GRAPES



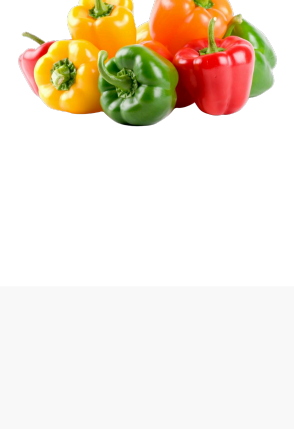
The market is tightening fast. Heavy rain and storms in Mexico have stopped production. Growers are still checking for damage. Expect low volumes and high prices over the next six weeks. California grapes won't start until late July.

CITRUS (LEMONS & ORANGES)



The market is tight, with small-sized lemons available. California Valencias are in transition, offering high quality, but at higher prices.

FENNEL



Yields remain low, and supply is tight. Prices will stay escalated until production rebounds.

ROMAINE & LETTUCE

Prices are rising slightly. A combination of lighter planting schedules and insect pressure is lowering overall yields, though quality remains strong. Harvests on the East Coast will start in July.

BANANAS & PINEAPPLES

A labor strike in Panama is affecting banana shipments. Pineapple shippers are warning about inconsistent sizing and limited supplies inventory.

TOMATOES

Regional transitions are underway. Mexico continues to lead in Roma production, which remains in high demand. U.S. regions like Georgia are winding down, while Tennessee and North Carolina are set to begin soon.

PEPPERS

The market is split: green bells are plentiful, while red and yellow bells remain limited and expensive in the East. California's production is ramping up.