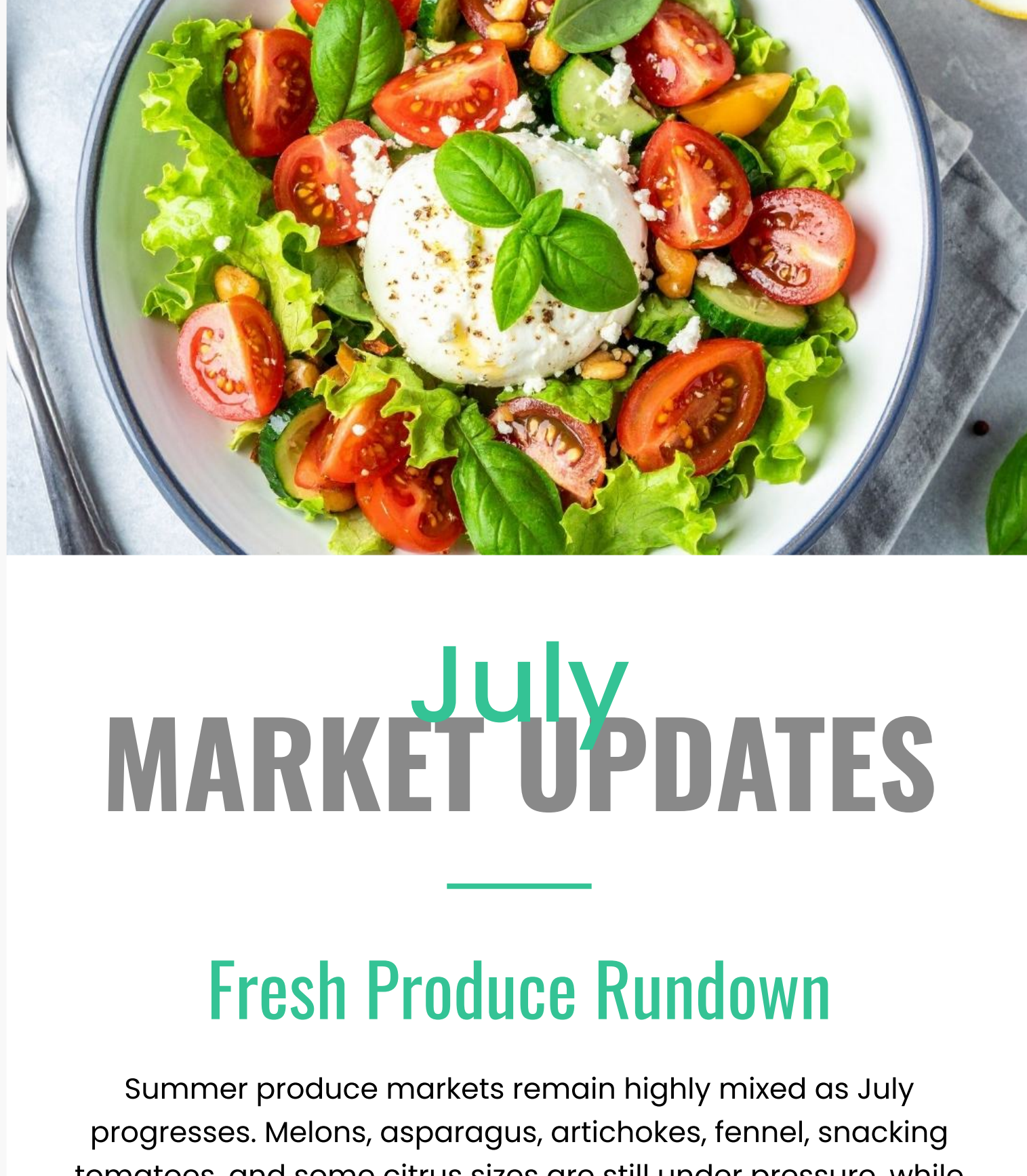




July MARKET UPDATES

Fresh Produce Rundown

Summer produce markets remain highly mixed as July progresses. Melons, asparagus, artichokes, fennel, snacking tomatoes, and some citrus sizes are still under pressure, while avocados, pineapples, strawberries, squash, and several lettuce categories are more stable or improving as regional production expands.

This month's update highlights where pricing is still climbing, where it is leveling off, and which items chefs and buyers should continue watching as weather, sizing issues, freight, and regional transitions shape availability across the produce category.

APPLES

PRICE INCREASE



AVOCADOS

PRICE STEADY



BANANAS

PRICE INCREASE



BLUEBERRIES

PRICE DECREASE



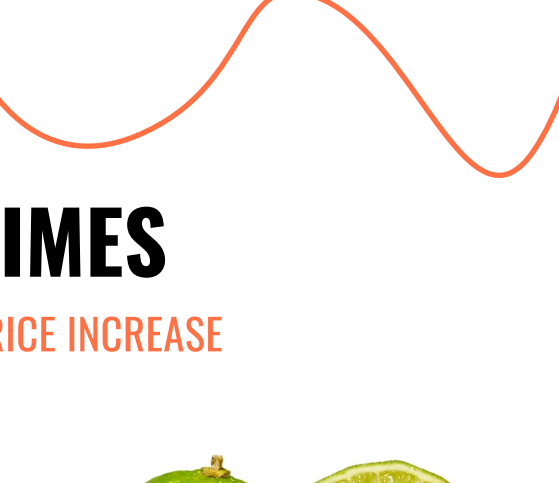
CANTALOUPE

PRICE INCREASE



CHERRIES

PRICE STEADY



GRAPES (RED & GREEN)

PRICE STEADY



HONEYDEW

PRICE INCREASE



LEMONS

PRICE INCREASE



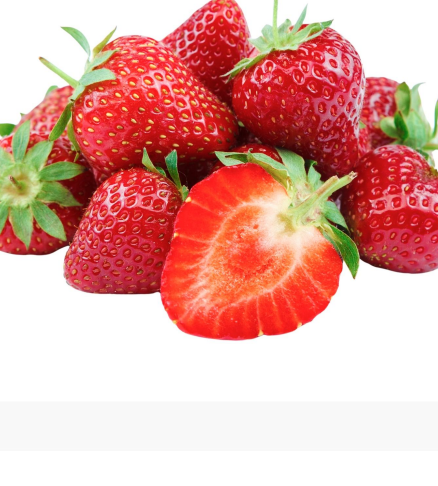
LIMES

PRICE INCREASE



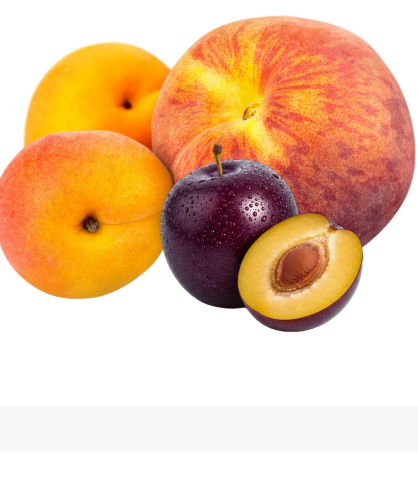
ORANGES

PRICE INCREASE



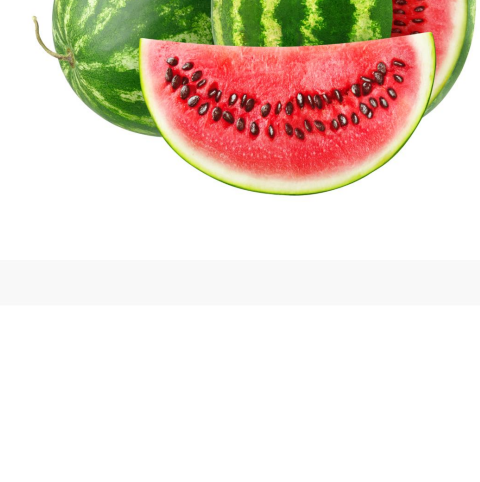
PEARS

PRICE STEADY



PINEAPPLES

PRICE DECREASE



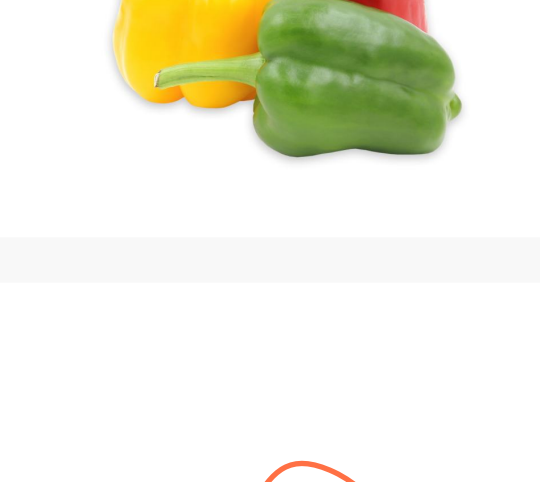
RASPBERRIES

PRICE DECREASE



STRAWBERRIES

PRICE DECREASE



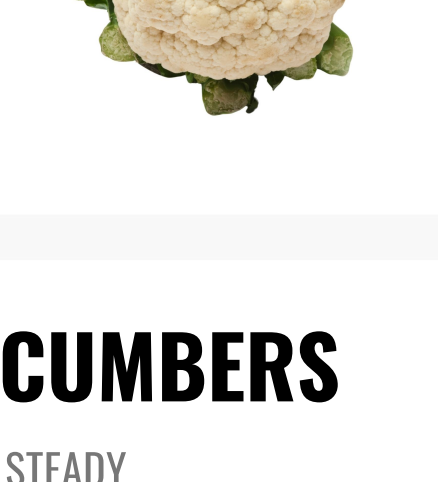
STONE FRUITS

PRICE STEADY



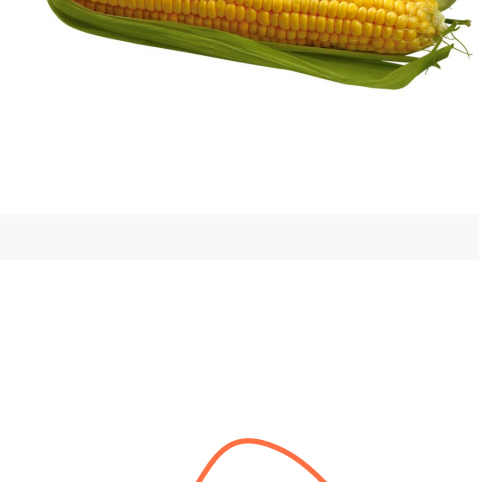
WATERMELONS

PRICE INCREASE



ASPARAGUS

PRICE INCREASE



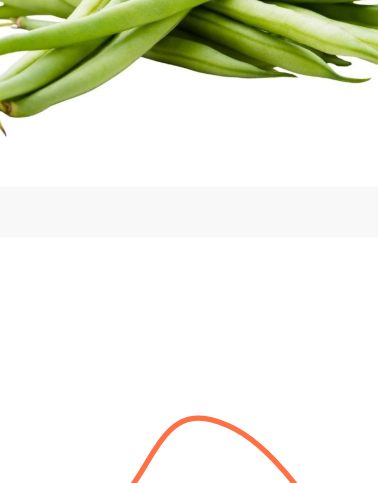
BELL PEPPERS (GREEN & COLORED)

PRICE INCREASE



BROCCOLI

PRICE STEADY



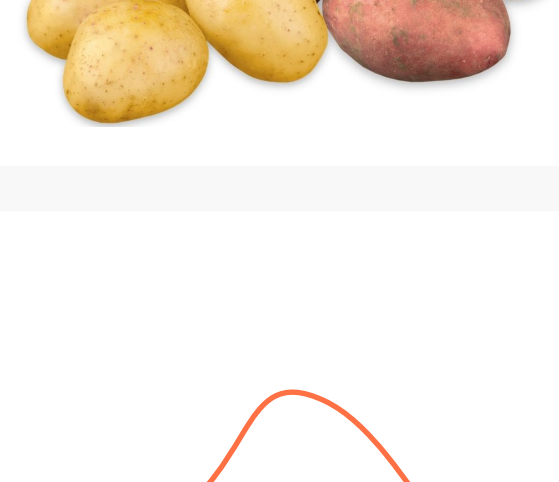
CAULIFLOWER

PRICE INCREASE



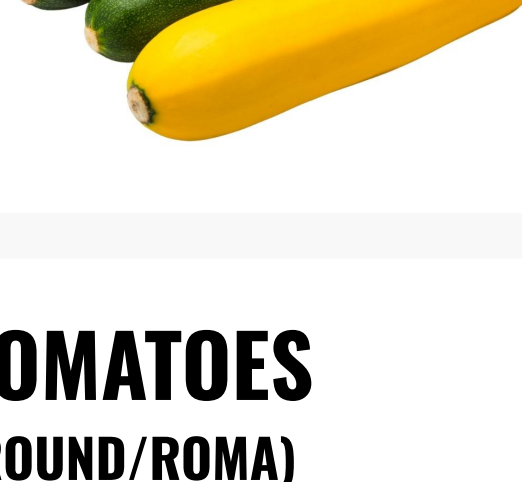
SWEET CORN

STEADY TO SLIGHT INCREASE



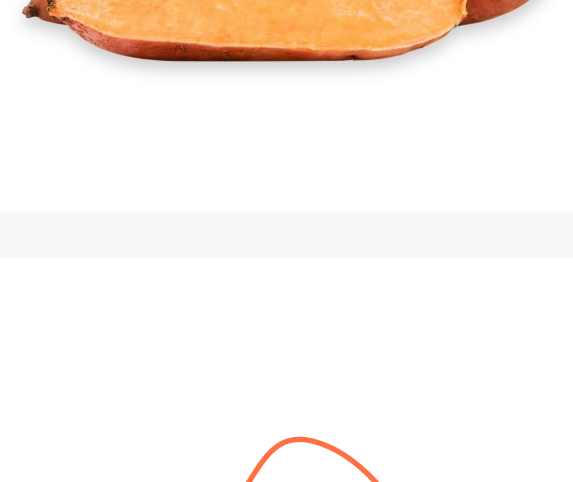
CUCUMBERS

PRICE STEADY



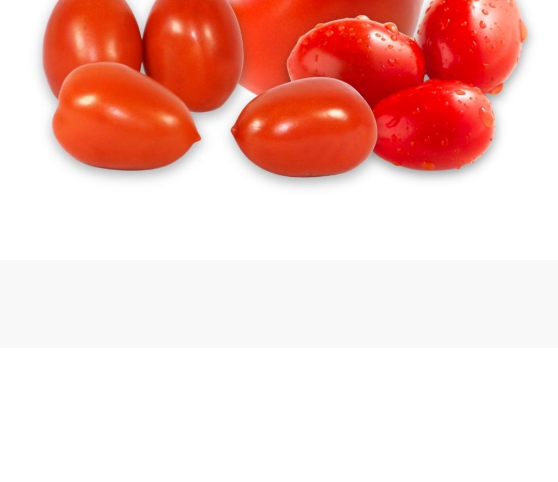
FRENCH/GREEN BEANS

PRICE INCREASE



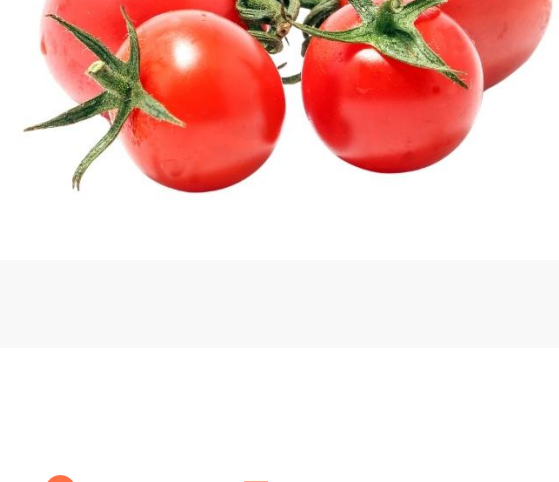
LETTUCE (ICEBERG, LEAF, ROMAINE)

PRICE INCREASE



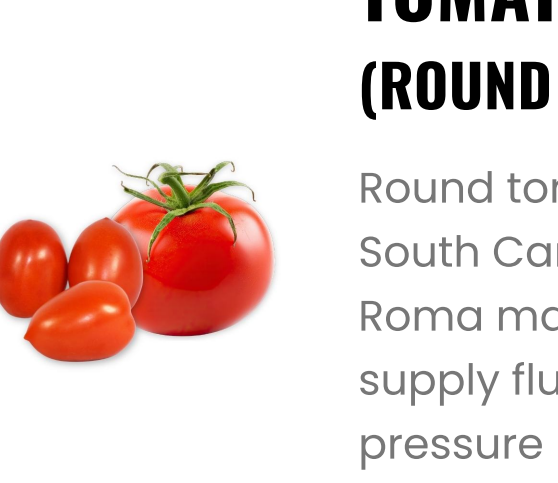
POTATOES (RUSSET/RED/YELLOW)

PRICE INCREASE



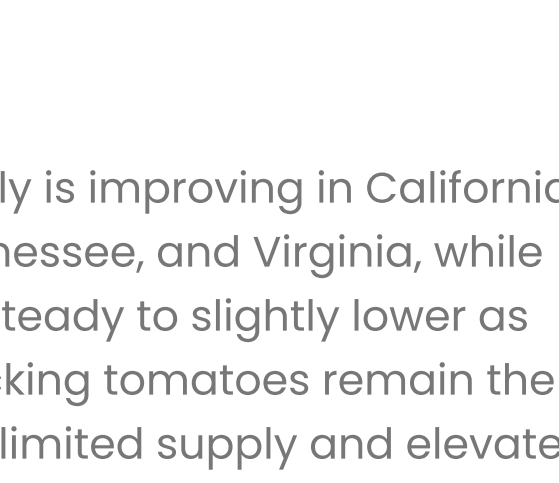
SQUASH (YELLOW & ZUCCHINI)

PRICE STEADY



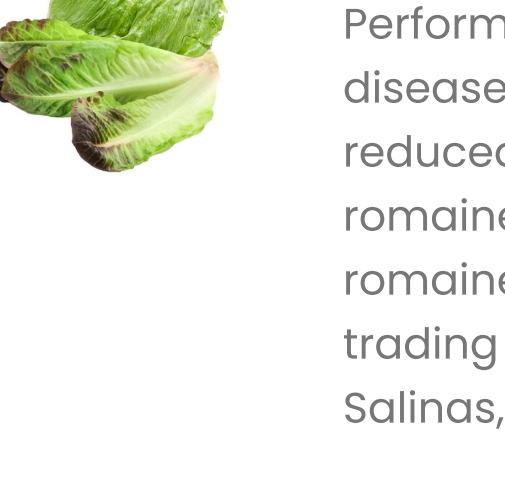
SWEET POTATOES

PRICE INCREASE



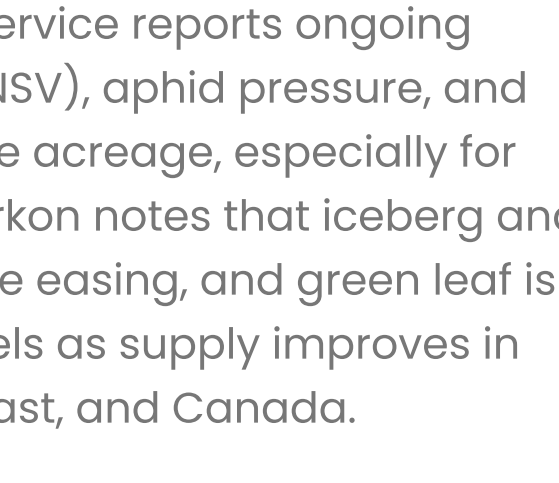
TOMATOES (ROUND/ROMA)

PRICE DECREASE



TOMATOES (GRAPE/CHERRY)

PRICE INCREASE



Special ALERTS

TOMATOES (ROUND & ROMA)



Round tomato supply is improving in California, South Carolina, Tennessee, and Virginia, while Roma markets are steady to slightly lower as supply flushes. Snacking tomatoes remain the pressure point, with limited supply and elevated pricing expected to persist for another two to three weeks.

LEAFY GREENS (ICEBERG, ROMAINE, ROMAINE HEARTS, GREEN/RED LEAF)



Leafy green conditions remain uneven. Performance Foodservice reports ongoing disease pressure (INSV), aphid pressure, and reduced harvestable acreage, especially for romaine hearts. Markon notes that iceberg and romaine markets are easing, and green leaf is trading at lower levels as supply improves in Salinas, the East Coast, and Canada.

CITRUS (LEMONS, LIMES, ORANGES)

Lemon markets remain elevated, especially for smaller sizes, with some suppliers holding averages and limiting new volume. Lime markets are now split by size, with small fruit tightening while larger sizes are becoming more available. Orange markets remain tight on small Valencia's, Navel's, and other citrus counts as crops continue to peak on larger fruit.

BERRIES

Strawberries and raspberries are generally stable and of good quality, while blueberry availability is improving as Pacific Northwest production ramps up. Blackberries remain the weakest berry category, as reduced Mexican production and weather-related impacts continue to limit supplies and keep the item on watch.

MELONS (CANTALOUPE, HONEYDEW, WATERMELON)

Cantaloupe and honeydew remain among the most stressed fruit items in the market, with California volume still limited and prices elevated until more production comes online over the next two weeks. Watermelon pricing has also remained firm due to limited western supply, although quality from Georgia and Florida has been reported as good.