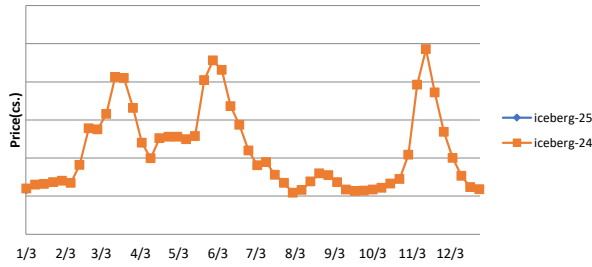


## Produce

### Iceberg Lettuce (24 count)



The tail end of 2024 went as expected for most of the major produce items save for avocados. 24-count iceberg lettuce has settled into the \$10 to \$15/carton range following a volatile Q4. We shouldn't see too much movement here until March at the earliest. After that, there tends to be at least one supply gap in the spring that sends prices shooting higher. 25 lb. large roma tomatoes fell 14% w/w between the end of 2024 and beginning of 2025. We can probably look forward to similar levels of weakness stretching at least through the end of the month if not the end of Q1. 50 lb. yellow onions are still holding firm at \$12/sack, but we should see some strength starting soon. 48-count hass avocados managed to climb 10% w/w to start off the new year, running contrary to our hopes of some weakness in January. There's still a chance prices could come down this month, but it's looking increasingly likely that we won't see any kind of notable weakness until after April. Price bases noted below.

Description	Market Trend	Supplies	Price vs. Last Year
Limes (150 ct)	Increasing	Short	Lower
Lemons (95 ct)	Steady	Available	Lower
Lemons (200 ct)	Decreasing	Available	Lower
Honeydew (6 ct)	Steady	Steady	Lower
Cantaloupe (15 ct)	Steady	Short	Higher
Blueberries (12 ct)	Steady	Steady-Available	Lower
Strawberries (12 pnt)	Steady	Short	Lower
Avocados (Hass 48 ct)	Increasing	Steady-Short	Higher
Bananas (40 lb) Term	Decreasing	Short	Higher
Pineapple (7 ct) Term	Decreasing	Steady	Lower
Idaho Potato (60 ct 50 lb)	Steady	Available	Lower
Idaho Potato (70 ct 50 lb)	Steady	Available	Lower
Idaho Potato (70 ct) Term	Increasing	Steady	Higher
Idaho Potato (90 ct 50 lb)	Steady	Steady	Higher
Idaho Potato #2 (6 oz 100 lb)	Decreasing	Available	Steady
Processing Potato (cwt)	Decreasing	Available	Lower
Yellow Onions (50 lb)	Steady	Steady	Lower
Yellow Onions (50 lb) Term	Decreasing	Steady-Available	Lower
Red Onions (25 lb) Term	Steady	Available	Lower
White Onions (50 lb) Term	Steady	Short	Lower
Tomatoes (lg case)	Decreasing	Available	Lower
Tomatoes (5x6 lb) Term	Steady	Short	Steady
Tomatoes (4x5 vine ripe)	Decreasing	Available	Lower
Roma Tomatoes (lg case)	Decreasing	Steady-Available	Lower
Roma Tomatoes (xlg case)	Decreasing	Steady-Available	Lower
Green Peppers (lg case)	Decreasing	Available	Lower
Red Peppers (lg 15 lb case)	Steady	Available	Lower
Iceberg Lettuce (24 ct)	Steady	Steady-Available	Lower
Iceberg Lettuce (24 ct) Term	Increasing	Steady-Available	Higher
Leaf Lettuce (24 ct)	Increasing	Steady	Higher
Romaine Lettuce (24 ct)	Increasing	Steady-Available	Higher
Mesculin Mix (3 lb) Term	Increasing	Available	Higher
Broccoli (14 ct)	Decreasing	Available	Higher
Squash (1/2 bushel)	Steady	Available	Lower
Zucchini (1/2 bushel)	Increasing	Steady-Available	Lower
Green Beans (bushel)	Steady	Short	Lower
Spinach (flat 24)	Steady	Short	Higher
Mushrooms (10 lb lg) Term	Steady	Available	Higher
Cucumbers (bushel)	Decreasing	Available	Lower
Pickles (200-300 ct) Term	Steady	Short	Higher
Asparagus (sm)	Steady	Short	Higher
Freight (truck CA-Cty Av)	Steady	Short	Higher