

The Source

Commodity of the Month - Carrots

MARKET ALERTS

Asparagus: Mexico heat cut yields/quality (up to -30%); supply tight, some fields closing. Shift to Baja (Apr) and Central MX (May). Peru rising but quality issues; supply improves mid-April; air freight costs up.

Bell Peppers: Limited; Mexico declining, Canada slow start; relief as Coachella ramps.

Brussel Sprouts: Tightening, slight increase expected.

Carrots: Imperial Valley main; early harvest slowed; sizing improving in weeks.

Citrus (Limes): Short small sizes; 70% choice, coastal mix; large sizes peak.

Citrus (Oranges): Heavy large sizing; small fruit very tight; Valencia transition near.

Cucumbers: Low, elevated market; slight relief 1-2 weeks.

Eggplant: Steady but limited; gradual spring improvement expected.

Pineapple: Tightening, limited 6/7ct; supply lower, delays/fuel pressure.

Tomatoes: Constricted, larger sizes scarce; slow improvement ahead, Jalisco starting.

APRIL 15, 2026

CROP UPDATES

Thanks to everyone who attended the Orlando Summit. The spring transition is picking up in Salinas, with early challenges like slower load times and tight supply as coastal production ramps up and desert regions wind down. Markets for key vegetables are rising, and recent rain briefly tightened supply further. New crop onions are starting to ship, bringing better quality but requiring careful handling. Overall, supply remains tight and markets firm, though conditions should improve as production increases in the coming weeks. [Read more](#)

WEATHER

California: Highs cool to near normal midweek; rain Thursday-Friday (¼-1"), clearing Sunday with lows in mid-30s.

Mexico: Warm through weekend with isolated showers; highs mid 70s-upper 80s, lows upper 40s-low 60s.

Florida: Showers Wednesday-Sunday, temps warming; Tampa winds 30-35 mph easing to 20, SE Florida 20-30 mph.

Arizona: Highs mid-upper 90s Wed-Thu, cooling weekend; rain Saturday in SE California, Yuma, and central Arizona.

FREIGHT

This week freight says goodbye to Yuma, and hello, Salinas! We are thrilled to be back in our home region and ready to launch our Spring/Summer 2026 season! We will be attending the Pro*Act summit in Orlando Florida 4/12 to 4/15 and look forward to seeing you there!



IN PEAK SEASON

- Avocados
- Oranges
- Potatoes
- Grapes
- Pears
- Strawberries

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Commodity Updates



Apples

The apple market is steady to slightly higher as supplies gradually tighten. Retail bag programs continue to absorb smaller fruit, so foodservice operators may need to stay flexible with sizing. Supplies of size 100 and smaller are especially limited across Cosmic Crisp, Honeycrisp, Pink Lady, and Gala, and this is expected to continue until the new crop arrives.

Commodity/Region	Supply	Price	Quality
Hudson, New York (September - June)	Steady	\$\$\$	Good



Asparagus



Extreme heat in Mexico (Caborca, Mexicali, San Luis) cut yields up to 30% and reduced quality, with supply barely meeting demand and some Sonora fields closing soon. Production will shift to Baja in April and Central Mexico by May, while Peru volumes rise despite heat-related quality concerns; supply should increase by mid-April as air freight costs climb.

Commodity/Region	Supply	Price	Quality
Caborca (Year Round)	Light	\$\$\$	Fair
Peru (Year Round)	Light	\$\$\$	Fair
Mexico (November - May)	Light	\$\$\$	Fair



Avocados

Markets remain steady at lower price levels with good fruit availability on the trees and consistent demand. Peak sizing is 48ct. Dry matter/oil content is in the low 30s, and eating quality is excellent. We'll keep you updated if there are any changes on the avocado front.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
California (April - July)	Light	\$\$\$	Good



Bell Peppers



All bell peppers remain limited, with Mexican supply and quality declining. Canadian greenhouse production has started but is off to a slow start due to weather, with more colored bell volume expected in the back half of April. As Coachella green bell production begins, markets should gradually soften in the coming weeks.

Commodity/Region	Supply	Price	Quality
Florida (November - May)	Light	\$\$\$	Poor
Mexico (November - May)	Light	\$\$\$	Fair

Price Key: \$\$\$ -Low, \$\$ -Steady, \$ -High

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Commodity Updates



Berries (Blackberries)

Supplies are improving but remain somewhat tight. California production is expected to begin in the last week of April.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Light	\$\$\$	Good



Berries (Blueberries)

Central Mexico production is tapering off, while California is beginning to gradually increase as we move into late April and early May. Georgia is expected to start in the first week of May. Offshore imports have finished, and the Pacific Northwest will begin production in mid-May.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Light	\$\$\$	Good
Dover, Florida (Year Round)	Light	\$\$\$	Good
McAllen, Texas (Year Round)	Light	\$\$\$	Good



Berries (Raspberries)

Supplies remain light out of Central Mexico and Baja. California hoop house berry production is expected to begin in about two weeks. Demand remains strong amid limited availability.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Light	\$\$\$	Good
McAllen (October - May)	Light	\$\$\$	Good



Berries (Strawberries)

Following last weekend's rain, California shippers are stripping fruit. Some Oxnard growers have exited and are diverting fields to processing. Harvest crews in Salinas, Watsonville, and Santa Maria are slowing to protect quality, resulting in reduced yields.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Steady	\$\$\$	Good
Dover, Florida (Year Round)	Light	\$\$\$	Fair

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Only the Finest Berries™



Commodity Updates



Broccoli

Broccoli supplies continue to tighten, with the market expected to edge up next week due to lower yields from recent heat.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Santa Maria, California (Year Round)	Steady	\$\$\$	Good
Salinas, California (May- October)	Light	\$\$\$	Good



Brussel Sprouts

ALERT

Brussels sprout supplies are beginning to tighten, with the market expected to edge up heading into the weekend.

Commodity/Region	Supply	Price	Quality
Mexico (December-August)	Light	\$\$\$	Fair
Oxnard / Salinas, CA (May - July) (July-Dec)	Light	\$\$\$	Fair



Carrots

ALERT

The Imperial Valley is currently the main growing region. Availability should improve in the next 3-4 weeks as Bakersfield ramps back up, weather permitting. Limited supply out of Bakersfield pushed shippers into Imperial Valley a bit early, when product was still undersized. As a result, growers have slowed harvesting to allow for proper sizing. The carrot market has already been under pressure, and harvesting too early would have made it worse. With a few more weeks, sizing and availability should both improve.

Commodity/Region	Supply	Price	Quality
Imperial Valley (February - May)	High	\$\$\$	Excellent
Kern County (October - Feb)	Light	\$\$\$	Good
Various Northwest Regions (July - October)	Steady	\$\$\$	Good



Cauliflower

Cauliflower supplies are gradually tightening heading into the weekend. The market is expected to tick slightly higher going into next week.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Fair
Santa Maria, California (Year Round)	Steady	\$\$\$	Good
Salinas, California (May - October)	Light	\$\$\$	Good



Celery

Expect stronger markets throughout the week for this commodity. Supplies out of Southern California are expected to be moderate. Yuma has finished, and the Salinas region is not currently producing. Large sizing will have the best availability, and quality is expected to remain above average.

Commodity/Region	Supply	Price	Quality
Oxnard, California (Year Round)	Steady	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Commodity Updates



Citrus (Grapefruit)

Star Ruby are available, with peak sizing at 48ct, shipping out of Riverside and the San Joaquin Valley.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Steady	\$\$\$	Good
Texas (October - April)	Light	\$\$\$	Good



Citrus (Lemons)

ALERT

District 1 (San Joaquin Valley) is supporting District 2 (Oxnard/Ventura County), which is currently the main growing region. We are seeing about 70% choice and 30% fancy due to coastal growing conditions. Sizing is peaking at 115/95/140ct. Markets are extremely tight on 165ct and smaller lemons.

Commodity/Region	Supply	Price	Quality
CA Desert/Yuma (October - February)	Steady	\$\$\$	Good
Oxnard/Ventura (February - September)	Light	\$\$\$	Fair
San Joaquin Valley (October - May)	Light	\$\$\$	Good



Citrus (Limes)

The lime market has leveled off as demand eased after the holiday, but supply remains skewed to smaller sizes, with large limes still limited and higher priced. Imports from Peru and Colombia are helping stabilize the market and fill gaps amid high freight costs. Some short-term relief is possible, but a major shift isn't expected until after Cinco de Mayo, so flexibility on sizing is recommended.

Commodity/Region	Supply	Price	Quality
Veracruz (Year Round)	Light	\$\$\$	Good



Citrus (Oranges)

ALERT

The California Navel crop is heavily skewed to larger sizes, peaking at 56ct and 72ct. Small sizes (113ct and 138ct) are extremely limited and expected to stay tight through the rest of the season and into the Valencia transition, which may start in the next few weeks. Flexibility on size and grade will be needed, with substitutions into larger Navels required to maintain coverage. Please communicate these sizing issues to schools and DOD programs and encourage acceptance of 88ct or 72ct fruit.

Commodity/Region	Supply	Price	Quality
San Joaquin Valley (Year Round)	Light	\$\$\$	Fair



Cucumber

ALERT

Mexico supply remains tight, with Baja just starting but volumes limited and priced at a premium. Eastern production is also limited. The market remains elevated as demand continues to exceed supply, with gradual relief expected in the next 1-2 weeks.

Commodity/Region	Supply	Price	Quality
Florida (November - May)	Light	\$\$\$	Good
Mexico (November - May)	Light	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$ -Steady, \$ -High

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Commodity Updates



Eggplant

ALERT

Supply is limited but steady, with overall quality averaging normal levels. Availability is expected to gradually improve as spring harvests ramp up.

Commodity/Region	Supply	Price	Quality
Mexico (November - May)	Light	\$\$\$	Good
Florida (November - May)	Light	\$\$\$	Good



Garlic

The California garlic crop is progressing with good quality, while Mexican supplies continue to supplement the California harvest.

Commodity/Region	Supply	Price	Quality
East Coast (Year Round)	Steady	\$\$\$	Good
Bakersfield, California (Year Round)	Steady	\$\$\$	Good
Gilroy, California (Year Round)	Steady	\$\$\$	Good



Grapes

The grape market continues trending upward as heavy rains in Chile have reduced remaining volume, potentially leading to an early end to the season. The green grape market has been strengthening due to declining arrivals and steady retail demand. A relative shortage of greens versus reds has shifted promotions toward red grapes, narrowing the price gap. These conditions are expected to continue until Mexican production begins in May.

Grapes (Green)

Commodity/Region	Supply	Price	Quality
	Steady	\$\$\$	Good

Grapes (Red)

Commodity/Region	Supply	Price	Quality
	Steady	\$\$\$	Good



Green Onions

Green onion supplies remain good overall and are expected to stay steady into next week, weather permitting.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good



Kale

Kale supplies and quality remain mostly good and are expected to stay consistent into next week.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Oxnard, California (Year Round)	Steady	\$\$\$	Good
Salinas, California (May - October)	Steady	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Commodity Updates



Lettuce Iceberg

Recent rains in growing regions have slowed production across multiple suppliers, while processors have also purchased significant volumes of open lettuce. The market is stronger as a result. Yuma and Huron are finished, with current production coming from Salinas and Southern California. Defects including misshapen heads, discoloration, and lighter weights are being reported by multiple shippers. A wider pricing gap is expected industry-wide.

Commodity/Region	Supply	Price	Quality
Santa Maria, California (March-December)	Light	\$\$\$	Fair
Salinas, California (May - October)	Light	\$\$\$	Fair



Lettuce Leaf

Production has been limited due to recent rainfall in the growing regions, resulting in a stronger market for romaine as well as green and red leaf. Romaine hearts are seeing moderate production. Harvesting in Yuma and Huron has finished. Smaller sizing, lighter weights, and discoloration are being reported across all leaf items.

Commodity/Region	Supply	Price	Quality
Salinas, California (May - October)	Steady	\$\$\$	Fair



Lettuce Tender Leaf

Tender leaf items such as spinach, cilantro, and arugula remain in good supply. Some minor insect damage and discoloration are being reported. Supplies are expected to tighten going into next week due to the heat wave in Yuma.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Oxnard, California (Year Round)	Steady	\$\$\$	Good
Yuma, Arizona (November - May)	High	\$\$\$	Good



Melon (Cantaloupe)

Offshore cantaloupes are available in CA, TX, FL, and the Northeast. Pricing has increased due to stronger demand as retailers take advantage of warmer temperatures and scheduled prebooks. Domestic production is expected to begin within the next month.

Commodity/Region	Supply	Price	Quality
Central America (December - May)	Steady	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Commodity Updates



Melon (Honeydew)

Offshore and Mexican honeydews are available but are expected to face challenges throughout April. Fields in Guatemala and Honduras have been impacted by plant virus issues, with Mexican honeydews helping to supplement the market.

Commodity/Region	Supply	Price	Quality
Arizona (June-July) (October-November)	Steady	\$\$\$	Good



Melon (Watermelon)

Supply from Mexico has improved and pricing has normalized. Deals are expected as domestic watermelons begin to come on the market.

Commodity/Region	Supply	Price	Quality
Arizona (June-July) (October-November)	Steady	\$\$\$	Good



Mushroom

Supplies and availability remain excellent.

Commodity/Region	Supply	Price	Quality
Nationwide	High	\$\$\$	Excellent



Onions

Onion quality from Idaho and Washington has been a concern, and we are monitoring trends. Texas onions are available, and the California onion season is expected to start within the week. Transportation is driving the market, with fuel costs up about \$1 week over week in many areas.

Commodity/Region	Supply	Price	Quality
Eastern Orgeon/Parma, ID (August - April)	High	\$\$\$	Excellent
San Joaquin Valley (May - August)	Light	\$\$\$	Good
Tri-Cities, Washington (July - April)	High	\$\$\$	Good



Pears

The pear market is gradually rising. Bartletts are finished, easing pressure on Anjous. Red pears are in adequate supply, and Bosc pears are plentiful.

Commodity/Region	Supply	Price	Quality
	Steady	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

Supply Partners



Commodity Updates



Pineapples

ALERT

Pineapple supplies are tightening as demand increases. Availability of 6/7ct crowned sizes is expected to be very limited, with 2-4 weeks needed for improvement. Overall supply is slightly lower than prior weeks, with contracts continuing to hold priority. Crownless 8ct and 10ct sizes remain tight, and organic pineapples are also in limited supply. Bunker fuel is expected to impact costs in Q2, with vessel delays likely to cause occasional cuts and order adjustments in the coming weeks.

Commodity/Region	Supply	Price	Quality
Costa Rica (Year round)	Light	\$\$\$	Good



Potatoes

Good supply and demand overall, with sheds looking to make deals on 40s, 50s, and #2s. Smaller counts are becoming harder to find. Burbank are now available, with Norkotahs as the main variety. Washington potatoes are showing strong quality, peaking on mid sizes, while large and small counts remain snug. Florida colored potatoes are limited due to the freeze. Trucking continues to drive the market, with fuel up about \$1 in some regions.

Commodity/Region	Supply	Price	Quality
Idaho Falls, Idaho (August-July)	Steady	\$\$\$	Good
Pasco, Washington (August-July)	Steady	\$\$\$	Excellent



Squash

Mexico has promotable volume with low pricing, though there is risk of growers abandoning fields if prices remain low. Florida rains are limiting yields, with adequate supply but prices expected to rise. Georgia is just starting, with stronger volume expected by late April.

Commodity/Region	Supply	Price	Quality
Mexico (June - September)	High	\$\$\$	Good
Florida (November - May)	Steady	\$\$\$	Good



Stone Fruit

Imported kiwi are slightly higher on lighter supplies from Greece and Italy. Chilean kiwi is expected to begin in about a week. Domestic stone fruit will start at the end of the month with light supplies of apricots, peaches, and cherries, with additional items and volume following in May.

Commodity/Region	Supply	Price	Quality
San Joaquin Valley	Steady	\$\$\$	Good



Tomatoes

ALERT

Tomato supply remains tight due to earlier weather impacts, with limited production in Florida and inconsistent quality and sizing from Mexico as older fields wind down. Hothouse volumes are still building and not yet enough to close the gap. Larger sizes are especially scarce, but supply is expected to slowly improve in the coming weeks as new regions come online, with new crop Jalisco approaching.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Light	\$\$\$	Fair
Florida (November - May)	Light	\$\$\$	Fair

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Weather Updates



CALIFORNIA

High pressure weakens Wednesday, bringing cooler temps near normal. Morning lows will range from the upper 30s to low 50s, with daytime highs in the mid 60s to mid 80s. A low moves in Thursday, further cooling temps and bringing rain through the weekend, heaviest Thursday night into Friday, with totals of $\frac{1}{4}$ to 1 inch. Skies clear Sunday, with lows dropping to the mid 30s.



MEXICO

Warm temperatures are expected through the weekend, with widely isolated showers through April 12. Highs will range from the mid 70s to mid 80s through Friday, upper 70s to upper 80s on Saturday, and low 70s to low 80s on Sunday. Lows will be upper 40s to upper 50s through Thursday, low to upper 50s Friday and Saturday mornings, and low 50s to low 60s Sunday morning.



FLORIDA

Isolated to scattered showers are expected Wednesday into Thursday, then isolated showers Friday through Sunday. Temperatures will warm later in the week. Winds in the Tampa Bay area will gust 30–35 mph through Thursday, easing to around 20 mph Friday. Southeast Florida will see gusts of 20–30 mph through Friday.



ARIZONA

Highs will stay in the mid to upper 90s in most valleys Wednesday and Thursday, then gradually cool through the weekend as a low-pressure trough moves through the Southwest. Rain chances reach southeast California by Saturday morning, expanding into Yuma and central Arizona Saturday afternoon.

For more information: <https://www.ventusky.com/?p=31.4;-89.7;3&l=rain-3h>

Freight Updates



This week freight says goodbye to Yuma, and hello, Salinas! We are thrilled to be back in our home region and ready to launch our Spring/Summer 2026 season! We will be attending the Pro*Act summit in Orlando Florida 4/12 to 4/15 and look forward to seeing you there!



U.S. On-Highway Diesel Fuel Prices*(dollars per gallon)

[full history](#) [XLS](#)

	03/23/26	03/30/26	04/06/26	Change from		
				2 year ago	year ago	week ago
U.S.	5.375	5.401	5.643	↑ 1.582	↑ 2.004	↑ 0.242
East Coast (PADD1)	5.480	5.535	5.740	↑ 1.622	↑ 2.027	↑ 0.205
New England (PADD1A)	5.759	5.825	5.997	↑ 1.692	↑ 1.991	↑ 0.172
Central Atlantic (PADD1B)	5.629	5.834	5.980	↑ 1.708	↑ 2.097	↑ 0.146
Lower Atlantic (PADD1C)	5.395	5.394	5.624	↑ 1.582	↑ 2.004	↑ 0.230
Midwest (PADD2)	5.160	5.105	5.304	↑ 1.293	↑ 1.725	↑ 0.199
Gulf Coast (PADD3)	5.134	5.105	5.415	↑ 1.655	↑ 2.077	↑ 0.310
Rocky Mountain (PADD4)	5.174	5.270	5.412	↑ 1.404	↑ 1.913	↑ 0.142
West Coast (PADD5)	6.310	6.596	6.924	↑ 2.201	↑ 2.606	↑ 0.328
West Coast less California	5.826	6.056	6.366	↑ 2.109	↑ 2.490	↑ 0.310
California	6.870	7.219	7.567	↑ 2.308	↑ 2.740	↑ 0.348

*prices include all taxes

For more information: <https://www.eia.gov/petroleum/gasdiesel/>

Crop Updates



Transition Is Gaining Momentum

Before we get started, thank you to everyone who joined us at the Summit in Orlando. A lot of good conversations and takeaways that we'll carry into the weeks ahead.

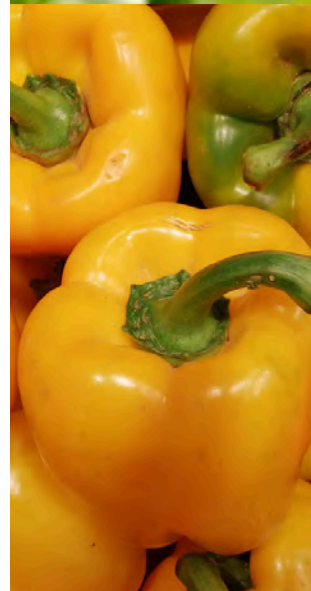
As we move deeper into April, the spring transition is starting to take shape. This is the first full week of processors in Salinas, and with that comes the usual early-season challenges. Load times are a bit slower as crews get settled, and supply is still working to catch up as more acreage comes online.

We're already seeing markets respond. Lettuce, romaine, broccoli, Brussels sprouts, and celery are all starting to inch higher as the desert winds down and the coast continues to ramp up.

Salinas saw some early rain to start the week, which brought some welcome moisture but also slowed harvesting and tightened near-term supply. That showed up quickly on iceberg, where processor demand picked up and markets moved higher. With Huron still contributing, this doesn't look like a long-term spike, but it's something to watch as the transition continues.

Looking ahead, the next wave of desert production is lining up.

New crop onions will be shipping out of El Centro, alongside Vidalias out of Georgia. As we make that transition, the differences between new crop and storage onions become more important. New crop onions are coming in sharper with higher moisture and shorter shelf life, while storage onions are dried down, more stable, and carry that papery skin that holds up better in the supply chain.



Crop Updates



As more new crop volume becomes available, quality should improve overall, but handling and inventory management will matter more. Increasing airflow and avoiding tight stacking will help maintain quality and extend shelf life on these new crop onions.

Coachella is expected to begin mid-April with green bells, starting light before building into better volume. Hot peppers are expected to follow late April, with colored bells, minis, and eggplant targeting early May. Further up the San Joaquin Valley, squash programs are expected to start in early May. So far, weather has been cooperative, setting the stage for a smoother start compared to some of the earlier challenges seen this season.

Across the vegetable complex, supply remains tight in the near term. Broccoli, Brussels sprouts, and celery are all feeling the effects of lighter desert yields and early transition gaps, which is keeping markets firm as the coast ramps up.

We're in that in-between stretch of the season. Supply is still catching up, markets are adjusting, and it will take a few more weeks for things to fully settle in.

