

PRO*ACT

CONNECTING FARMS | EMPOWERING KITCHENS™

Crop Update

April 15, 2026

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.



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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.

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.

