

The Source

Commodity of the Month - Dry Veggies

MARKET ALERTS

Brussel Sprouts: Brussels sprout supplies remain very tight, with Oxnard facing insect pressure, decay, and small sizing.

Carrots: Southern San Joaquin carrot supplies remain tight; Cello and Jumbo near sellout, baby carrots available. Limited supplies expected 6-8 weeks; pricing rising, 72-hr lead time recommended.

Citrus (Oranges): California Navel oranges favor larger sizes; small sizes limited. Flexibility and 4-5 day lead times recommended; markets remain strong.

Grapes: Domestic supplies are finished, while imported red and green grapes are more plentiful, with the market adjusting to the increased availability.

Green Onion: Green onion supplies remain very tight due to recent rains reducing yields. The market is expected to stay strong into next week.

Melon (honeydew): Offshore and Mexican honeydews are available; offshore prices high, Mexican supplies limited.

Pineapple: Pineapple market stabilizing but tight; 6-7 crowns up, 8 crowns steady, crownless limited. Organic supplies also tight; quality good.

Strawberries: Markets are strengthening as Florida and California yields drop, while Central Mexico supplies remain steady; limited open-market fruit expected through January.

IN PEAK SEASON

- Apples
- Pears
- Avocados
- Potatoes
- Oranges

JANUARY 14, 2026

CROP UPDATES

Carrot supplies in California's Central Valley remain tight, especially jumbos, due to wet, cool conditions slowing harvests and limiting field access. Standard and baby carrots are available but inconsistent. Mexico and Georgia supplies are helping, but full coverage isn't possible. Availability should improve with the Imperial Valley harvest in mid-February. [Read more](#)

WEATHER

California: High pressure brings cool mornings and warm afternoons Wednesday, with lows in the upper 20s-mid 40s and highs in the mid-60s-upper 70s.

Mexico: Seasonal temperatures through the weekend with isolated showers under 0.10".

Florida: Cold front brings showers midweek; cooler, drier, and frost possible Friday-weekend with gusty winds.

Arizona: Northerly winds keep mornings cool midweek; highs 10° above normal, light lettuce icing possible.

FREIGHT

Freight this week sees rates in Yuma subside from the holiday peak yet the market is still active. Nogales and McAllen are running with a fair amount of demand for capacity, but steady. We are seeing some relief from higher markets of outbound trucks in Florida. Demand for trucks in Idaho continues to be a challenge.

PRO*FRESH
LOGISTICS



Table of Contents



[Apples](#)



[Citrus \(Grapefruit\)](#)



[Melon \(Cantaloupe\)](#)



[Asparagus](#)



[Citrus \(Lemon\)](#)



[Melon \(Honeydew\)](#)



[Avocados](#)



[Citrus \(Limes\)](#)



[Melon \(Watermelon\)](#)



[Bell Peppers](#)



[Citrus \(Oranges\)](#)



[Mushroom](#)



[Berries \(Blackberries\)](#)



[Cucumbers](#)



[Onions](#)



[Berries \(Blueberries\)](#)



[Eggplant](#)



[Pears](#)



[Berries \(Raspberries\)](#)



[Garlic](#)



[Pineapples](#)



[Berries \(Strawberries\)](#)



[Grapes \(Green/Red\)](#)



[Potatoes](#)



[Broccoli](#)



[Green Onions](#)



[Squash](#)



[Brussel Sprouts](#)



[Kale](#)



[Stone Fruit](#)



[Carrots](#)



[Lettuce Iceberg](#)



[Tomatoes](#)



[Cauliflower](#)



[Lettuce Leaf](#)



[Tomatoes](#)



[Celery](#)



[Lettuce Tender Leaf](#)



Commodity Updates



Apples

Foodservice-size Gala and Granny Smith apples remain in tight supply, with prices trending slightly higher. Other varieties are more readily available, and the market for those is also modestly firmer.

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

Hudson, New York (September - June)	Steady	\$\$\$	Good
--	--------	--------	------



Asparagus

Asparagus demand remains weak, especially on the West Coast, where ample Mexican production and warmer growing conditions have created an oversupplied market with depressed pricing. Multiple Mexican regions continue to produce well, with additional fields coming online, limiting the value of Peruvian product. Peruvian volumes continue to decline and are expected to taper off in early February as Mexican supply dominates.

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

Ciudad Obregon (Year Round)	High	\$\$\$	Good
--------------------------------	------	--------	------

Peru (Year Round)	Steady	\$\$\$	Fair
----------------------	--------	--------	------

Mexico (November - May)	Light	\$\$\$	Fair
----------------------------	-------	--------	------



Avocados

Markets remain steady at lower levels, supported by ample fruit on the trees amid softer demand. Aventajada is the primary crop currently being harvested and shipped, peaking at 40ct and 48ct, with dry matter and oil content in the high 20s to low 30s.

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

Mexico (Year Round)	High	\$\$\$	Good
------------------------	------	--------	------

California (April - July)	Light	\$\$\$	Good
------------------------------	-------	--------	------



Bell Peppers

The market is stronger due to cold weather in Florida and reduced yields from Mexico caused by rain and cooler temperatures. In contrast, the hothouse colored bell pepper market is weaker, as increased production from Mexico has boosted supply.

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

Florida (November - May)	Light	\$\$\$	Good
-----------------------------	-------	--------	------

Mexico (November - May)	Light	\$\$\$	Good
----------------------------	-------	--------	------

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

Supply Partners



FRESH
LINK





Commodity Updates



Berries (Blackberries)

Steady supplies combined with low demand are keeping this item readily available from both Texas and California.

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

California (Year Round)	Steady	\$\$\$	Fair
----------------------------	--------	--------	------



Berries (Blueberries)

Product is shipping from CMEX, Chile, and California. Markets are firm in California, Texas, Florida, and Philadelphia. The 12/1-pint packs are tighter in supply, while the 12/6-oz pack remains the primary offering for most shippers.

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

California (Year Round)	Steady	\$\$\$	Good
----------------------------	--------	--------	------

Dover, Florida (Year Round)	Steady	\$\$\$	Good
--------------------------------	--------	--------	------

McAllen, Texas (Year Round)	Steady	\$\$\$	Good
--------------------------------	--------	--------	------



Berries (Raspberries)

Demand remains low as heavier volumes continue to ship from CMEX and Baja.

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

California (Year Round)	Steady	\$\$\$	Good
----------------------------	--------	--------	------

McAllen (October - May)	Steady	\$\$\$	Good
----------------------------	--------	--------	------



Berries (Strawberries)



The market is strengthening as weather impacts reduce supplies in Florida and California. Cold temperatures in Florida and recent rain in California and Baja have significantly lowered yields, while Central Mexico remains largely unaffected with steady supplies crossing into the U.S. Open-market fruit is expected to remain limited through January.

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

California (Year Round)	Light	\$\$\$	Fair
----------------------------	-------	--------	------

McAllen (November - May)	Steady	\$\$\$	Good
-----------------------------	--------	--------	------

Dover, Florida (Year Round)	Light	\$\$\$	Good
--------------------------------	-------	--------	------

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

Supply Partners

Driscoll's
Only the Finest Berries



Commodity Updates



Broccoli

Broccoli supplies are improving across all regions, and the market is expected to ease lower heading into next week.



Brussel Sprouts



Brussels sprout supplies remain extremely limited, with the Oxnard region continuing to face insect pressure, some decay, and smaller sizing.



Carrots



Southern San Joaquin carrot supplies remain tight due to heavy rains and wet fields, halting harvests until this weekend at the earliest. Cello and Jumbo carrots are expected to run out by Thursday; baby carrots and value-added items are still available. Supplies are projected to stay limited for 6-8 weeks, with relief expected from the Imperial Valley harvest in mid to late February. Pricing is rising, and a minimum 72-hour lead time is strongly recommended.



Cauliflower

Cauliflower supplies are strong across all sizes and regions, and the market is expected to remain steady into next week.



Celery

Although availability has improved, the market remains strong. Production in Yuma is moderate to light, while Santa Maria and Oxnard continue to offer the most competitive deals. Large sizes are the most plentiful, and overall quality remains above average. Value-added product prices are expected to continue rising throughout the week.

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

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

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

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

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

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

Supply Partners





Commodity Updates



Citrus (Grapefruit)

Red Rios are available, peaking at 48ct, and are being shipped from Riverside and the San Joaquin Valley.



Citrus (Lemons)

Markets are improving as increased harvests from District 1 (San Joaquin Valley) help strengthen overall supply. District 3 (CA Desert/AZ) remains the primary growing region, with peak sizes at 140ct, 115ct, and 165ct. Mexico is also shipping—contact us if you need fruit for South Texas loads.



Citrus (Limes)

Lime markets remain firm as the current crop winds down and No. 1 fruit becomes tighter. Prices are expected to rise through January and possibly February due to declining yields and steady demand. Sizing is shifting, with larger fruit currently available and smaller fruit increasing, and there is some risk of transit-related defects from recent weather impacts.



Citrus (Oranges)

ALERT

California Navel oranges are skewed toward larger sizes, peaking on 56ct and 72ct, while small sizes (113ct, 138ct) remain very limited through the season. Flexibility with size and grade will be needed, with substitutions to larger Navel or Cara Caras likely. Advance orders (4–5 days) are recommended, and markets for Choice, Fancy, and small fruit remain elevated.



Cucumber

Mexican cucumber production remains steady, while East Coast supplies are limited due to colder temperatures. Offshore cucumbers are starting to arrive, and English cucumber supplies from Mexico remain steady.

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

California (Year Round)	Steady	\$\$\$	Good
----------------------------	--------	--------	------

Texas (October - April)	Light	\$\$\$	Good
----------------------------	-------	--------	------

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

CA Desert/Yuma (October - February)	Steady	\$\$\$	Good
--	--------	--------	------

Oxnard/Ventura (February - September)	Light	\$\$\$	Fair
--	-------	--------	------

San Joaquin Valley (October - May)	High	\$\$\$	Good
---------------------------------------	------	--------	------

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

Veracruz (Year Round)	Steady	\$\$\$	Good
--------------------------	--------	--------	------

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

San Joaquin Valley (Year Round)	Light	\$\$\$	Fair
------------------------------------	-------	--------	------

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

Florida (November - May)	Light	\$\$\$	Good
-----------------------------	-------	--------	------

Mexico (November - May)	Steady	\$\$\$	Good
----------------------------	--------	--------	------

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

Supply Partners

Commodity Updates



Eggplant

East Coast supplies are tightening due to cooler weather in South Florida, while rising production from Mexico is putting downward pressure on the market.



Garlic

The California garlic crop is progressing with good quality, supplemented by ongoing Mexican supplies.



Grapes

ALERT

Domestic supplies are finished, while imported red and green grapes are more plentiful, with the market adjusting to the increased availability.



Green Onions

ALERT

Green onion supplies remain very tight due to recent rains reducing yields. The market is expected to stay strong into next week.



Kale

Kale supplies and quality remain solid, with similar conditions expected into next week.

Commodity/Region Supply Price Quality

Mexico (November - May)	Steady	\$\$\$	Good
Florida (November - May)	Light	\$\$\$	Good

Commodity/Region Supply Price Quality

East Coast (Year Round)	Steady	\$\$\$	Good
Bakersfield, California (Year Round)	Steady	\$\$\$	Good
Gilroy, California (Year Round)	Steady	\$\$\$	Good

Grapes (Green)

Commodity/Region Supply Price Quality

Steady	\$\$\$	Good
--------	--------	------

Grapes (Red)

Commodity/Region Supply Price Quality

Steady	\$\$\$	Good
--------	--------	------

Commodity/Region Supply Price Quality

Mexico (Year Round)	Light	\$\$\$	Fair
------------------------	-------	--------	------

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

Supply Partners



FRESH
LINK®



Commodity Updates



Lettuce Iceberg

Good weather in the Yuma region has resulted in strong supplies from multiple suppliers. Shippers are accommodating volume orders, so promotion is encouraged. Supplies are expected to remain steady throughout the week, with overall quality reported as above average and weights ranging from 39–43 pounds. Misshapen heads and seeder issues are minimal.



Lettuce Leaf

Good availability is expected for green and red leaf, romaine, and improved butter lettuce supplies. Multiple shippers are flexing, so promote all leaf items aggressively. Overall quality is above average, with minimal fringe burn or discoloration. Romaine hearts are also expected to have strong supplies throughout the week.



Lettuce Tender Leaf

Supplies and quality of tender leaf items continue to improve, with similar conditions expected to persist as the favorable weather continues.



Melon (Cantaloupe)

The Westside and Nogales deals have concluded. Offshore cantaloupes are available in CA, TX, FL, and the Northeast, with pricing stabilized due to steady demand.

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

Santa Maria, California (March-December)	Light	\$\$\$	Fair
---	-------	--------	------

Salinas, California (May - October)	Light	\$\$\$	Fair
--	-------	--------	------

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

Salinas, California (May - October)	Steady	\$\$\$	Fair
--	--------	--------	------

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

Mexico (Year Round)	Light	\$\$\$	Good
------------------------	-------	--------	------

Oxnard, California (Year Round)	Light	\$\$\$	Fair
------------------------------------	-------	--------	------

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

Central America (December - May)	Steady	\$\$\$	Good
-------------------------------------	--------	--------	------

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

Supply Partners



Commodity Updates



Melon (Honeydew)

ALERT

Offshore and Mexican honeydews are available. Offshore honeydew prices are higher due to vessel delays and lower yields entering the U.S., while Mexican honeydews remain limited as the industry transitions from Northern to Southern Mexico.



Melon (Watermelon)

Lower yields from new fields have driven up pricing and demand for Mexican watermelons. Offshore watermelons are available from Florida. Weather permitting, Nogales supplies should continue through April before transitioning to the domestic season.



Mushroom

Supplies are abundant and readily available.



Onions

Onions are available from WA, ID, and UT, with strong demand across the U.S. Yellow and red onion prices are steady, while white onion prices are rising, driven by transportation costs.



Pears

The pear market is steady and well-supplied, with Anjous, Bartletts, Boscs, and Reds arriving on time and in good quantities—more reliable than we usually see from fruit. Production is strong, foodservice sizes are abundant, and pears are currently offering better promotional value than apples, which can't help but feel a bit envious.

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

Arizona (June-July) (October-November)	Steady	\$\$\$	Good
--	--------	--------	------

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

Arizona (June-July) (October-November)	Steady	\$\$\$	Good
--	--------	--------	------

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

Nationwide	High	\$\$\$	Excellent
------------	------	--------	-----------

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

Eastern Oregon/Parma, ID (August - April)	High	\$\$\$	Excellent
--	------	--------	-----------

San Joaquin Valley (May - August)	Light	\$\$\$	Good
--------------------------------------	-------	--------	------

Tri-Cities, Washington (July - April)	High	\$\$\$	Good
--	------	--------	------

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

Hood River, Oregon (August-July)	Light	\$\$\$	Good
-------------------------------------	-------	--------	------

Yakima, Washington (August-July)	Light	\$\$\$	Good
-------------------------------------	-------	--------	------

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

Supply Partners

JC Watson
PACKING COMPANY

RAINIER
FRUIT COMPANY



Commodity Updates



Pineapples

ALERT

The pineapple market is beginning to stabilize but remains tight. Contract orders continue to take priority. For sizing, 6- and 7-crown pineapples are up, while 8-crown remain steady. Crownless 8- and 10-count pineapples are still limited. Organic pineapples remain tight overall, with quality and flavor reported as good.



Potatoes

Supplies and demand are good, with sheds ready to make deals. Smaller counts are tightening. Burbank potatoes are now available, with Norkoths as the main variety. WA potatoes are high quality, peaking on mid sizes, while large and small counts remain limited. Color potatoes are available, and trucking is impacting the market. New-crop sweet potatoes from CA and NC are also available.



Squash

The market is firm as cold weather in Florida limits yields and Mexican squash harvests remain moderate.



Stone Fruit

Pomegranates, persimmons, and pineapple quince are finished for the season, while domestic Asian pears remain available. The domestic kiwi market stays steady at higher prices, and imported kiwis are now arriving. Small shipments of imported peaches and nectarines have begun hitting both coasts.



Tomatoes

Round tomatoes are now coming almost entirely from Florida, where colder weather has reduced production, supporting stronger markets amid steady demand. Romas from CMEX and Florida are also seeing elevated markets with strong demand. Grape tomatoes remain in strong demand from both CMEX and Florida, while cherry tomatoes are following a similar trend, with slightly higher markets compared to last week.

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

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

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

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

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

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

Supply Partners





Weather Updates



CALIFORNIA

High pressure and offshore flow will bring near- to below-average lows and above-average highs on Wednesday. Morning lows are expected in the upper 20s to low 30s south of King City, mid-30s in the Santa Clara Valley, and low to upper 40s elsewhere. Daytime highs will range from the mid-60s to upper 70s.



MEXICO

Temperatures are expected to remain mostly seasonal through the weekend, with lows in the upper 30s to upper 40s and highs in the low 60s to low 70s. Shower activity will stay isolated through January 18, with most areas receiving less than 0.10" of rain.



FLORIDA

Isolated to scattered showers are expected Wednesday into Thursday from a cold front, with most of the state receiving 0.05–0.30" of rain, and higher amounts possible in parts of Central Florida. Much cooler and drier conditions are forecast from Friday through Sunday. Light to moderate icing is possible from Northern to Central Florida on Friday, with frost likely mainly in Northern Florida over the weekend. Winds will gust near 20 mph on Wednesday, around 30 mph on Thursday, and near or below 20 mph on Friday across most of southeast Florida.



ARIZONA

Northerly winds over the low deserts will continue gusting around 15 mph on Wednesday, keeping most morning lows in the 40s. By the weekend, lows should warm to the 40s–low 50s for most areas. Highs will remain about 10 degrees above normal, ranging from the mid-70s to mid-80s through Sunday, warmest in the Coachella and Imperial Valleys, though wind-protected valleys may still see lows in the 30s. Light lettuce icing is possible in the Mohawk Valley and Wenden Wednesday and Thursday.

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



Freight Updates

Freight this week sees rates in Yuma subside from the holiday peak yet the market is still active. Nogales and McAllen are running with a fair amount of demand for capacity, but steady. We are seeing some relief from higher markets of outbound trucks in Florida. Demand for trucks in Idaho continues to be a challenge



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

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

Change from

	12/29/25	01/05/26	01/12/26	week ago	year ago
U.S.	3.500	3.477	3.459	⬇️ -0.018	⬇️ -0.143
East Coast (PADD1)	3.645	3.630	3.613	⬇️ -0.017	⬇️ -0.105
New England (PADD1A)	4.035	4.024	4.010	⬇️ -0.014	⬆️ 0.189
Central Atlantic (PADD1B)	3.875	3.872	3.858	⬇️ -0.014	⬇️ -0.018
Lower Atlantic (PADD1C)	3.522	3.502	3.484	⬇️ -0.018	⬇️ -0.165
Midwest (PADD2)	3.424	3.387	3.365	⬇️ -0.022	⬇️ -0.167
Gulf Coast (PADD3)	3.184	3.172	3.160	⬇️ -0.012	⬇️ -0.161
Rocky Mountain (PADD4)	3.233	3.222	3.185	⬇️ -0.037	⬇️ -0.214
West Coast (PADD5)	4.156	4.128	4.110	⬇️ -0.018	⬇️ -0.103
West Coast less California	3.719	3.683	3.674	⬇️ -0.009	⬇️ -0.102
California	4.660	4.641	4.613	⬇️ -0.028	⬇️ -0.103

*prices include all taxes

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



Crop Updates

Stuck in the Ground

We're still feeling the squeeze on small citrus, but carrots have become the next challenge out West. In a market where jumbos matter, harvest conditions have made it difficult to get the size and volume the market expects.

Across California's Central Valley, repeated rain events and cooler temperatures have slowed harvest activity and limited field access. Saturated ground has kept crews out of some fields entirely, while others are being harvested cautiously to avoid equipment and quality issues. When the product is coming out, yields are lighter, and pack-outs are more variable.

Jumbo carrots remain the tightest piece of the puzzle. Fields that typically size up into jumbos have not had the conditions needed to finish, and some acreage is being left unharvested until ground conditions improve. Standard sizes are available but inconsistent, and dirt is showing up more frequently as crews work through marginal conditions.

Cello carrots have been particularly impacted after spending extended time in wet ground, and baby carrot programs are also seeing lighter yields. Growers are managing harvests day by day, balancing soil conditions, forecast, and labor availability. This is not a supply issue that can be solved by increased demand. Supplies from Mexico and Georgia are helping ease some of the pressure on the West Coast. While these regions cannot fully replace California volume, they are providing important coverage on certain packs and sizes, helping keep product moving while western harvests remain constrained.

Looking ahead, winter production in the Imperial Valley is expected to begin in mid-February, which should help stabilize supplies. Until then, availability will remain sensitive to harvest conditions, with jumbo carrots likely staying limited. For now, supply remains tight, sizing is inconsistent, and flexibility will be key until additional acreage comes online and harvest activity normalizes.



**JOEY PIEDIMONTE
SOURCING MANAGER**