

Crop Update

July 1, 2026

Lettuce Improves, Tougher Berries and Potatoes

Lettuce markets continue to trend lower as supplies improve across California and regional production ramps up. Iceberg, romaine, and green leaf should remain under pressure through July. Quality is very good overall, but carton weights are running lighter as crews trim additional outer leaves to manage elevated insect pressure.

Berry markets are mixed as the industry works through weather and regional transitions. Strawberries remain steady in Salinas and Watsonville. Cooler days and nights are helping plants recover and fruit firm up, but they are also keeping production from increasing. Most growers are harvesting close to current demand, although some open market fruit may become more available as holiday demand tapers off. Santa Maria continues its seasonal decline, with new late-summer acreage expected to begin producing within the next few weeks.

Blueberries remain limited. Central Mexico has finished, Pacific Northwest production is starting slowly, and recent rain has interrupted some harvests. Michigan has also started in a light way while dealing with high temperatures. Blackberry and raspberry supplies are tighter as Mexican volume declines faster than California can increase. Demand is exceeding supply on both items, and those markets are expected to remain elevated until additional West Coast production comes online.



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Idaho russet potato supplies continue to tighten as quality declines. The unusually warm winter accelerated pressure bruising and early breakdown, causing pack-outs to fall faster than expected. Larger potatoes are being affected the most. Keeping inventories tighter and turning product every one to two weeks will be important until new crop becomes available in mid-August.

The latest acreage estimate places Idaho at roughly 300,000 planted acres, about 5% below last year. The upcoming crop has also dealt with frost in some areas, limited irrigation water, and warmer temperatures as the season moves forward. Uneven growing conditions can increase the risk of internal defects such as hollow heart, particularly if tubers move from stress into a period of rapid growth, but it is still too early to determine the effect on the finished crop.

Overall, lettuce is finally providing some relief, but berries and potatoes are getting more attention this week. Lead time, tighter inventory turns, and flexibility on size and growing region will be the biggest help in keeping orders covered.

