

# The Source

## Commodity of the Month - Potatoes

### MARKET ALERTS

**Asparagus:** Asparagus remains tight due to limited Mexico/Peru supply and reduced yields, with hot weather impacting production and quality. Domestic/Canada are ending, and Mexico/Peru remain primary until more Mexican volume ramps up in late July.

**Bell Peppers:** Supplies are tightening as Georgia finishes and CA transitions regions. Carolinas are improving but heat-dependent. Markets expected to stay firm with limited promos.

**Blackberries:** Blackberries remain very short due to poor CMEX arrivals and delayed CA production, with OR/WA not expected until late July.

**Citrus (Lemons):** Lemon market remains high on tight supply and strong demand. Relief expected in July as imports increase. Ventura/Oxnard is the main production area.

**Melon (cantaloupe):** Offshore cantaloupes are done, and domestic supply is limited due to whitefly issues and delayed Central CA production. Contracts are being prorated, with shortages expected through 7/6.

**Melon (honeydew):** Offshore and Mexican honeydews are finished, and domestic supply is limited due to whitefly issues, with Central CA not fully covering the gap. Contracts are being prorated with substitutions, and shortages are expected through 7/6.

**Melon (watermelon):** Mexican crossings are down, pushing prices higher. Domestic watermelons are limited. GA/FL rain is delaying harvests and boosting demand ahead of the holiday.

**Pineapple:** Pineapple market has improved with stable Costa Rica supply and strong peak-season volumes, though still somewhat tight. Contracts are prioritized. Larger sizes are improving, while crownless 8/10 count and organic remain limited. Bunker fees under review.

**Raspberries:** Raspberries remain very short as poor CMEX arrivals and delayed California production tighten supply. Baja expected to improve in late July.

### JULY 1, 2026

### CROP UPDATES

Lettuce markets are easing as supplies improve across California, with iceberg, romaine, and green leaf expected to stay under pressure through July and generally good quality despite lighter weights. Berry markets are mixed to tighter: strawberries are steady but constrained by weather, while blueberries remain limited due to uneven regional production, and blackberries and raspberries are elevated as Mexican volumes decline ahead of increased West Coast availability. Idaho russet potatoes are tightening as quality and packouts decline, especially on larger sizes, with pressure from weather and growing conditions ahead of new crop in mid-August. Overall, lettuce is improving, but berries and potatoes remain the tightest markets, with lead time and flexibility needed to manage supply. [Read more](#)

### WEATHER

**California:** Marine layer keeps temps below normal through Thu (60s coast, 70s-80s inland). Warming Fri-weekend under high pressure, reaching mid 60s coast and mid 70s-90s inland.

**Mexico:** Central Mexico sees scattered showers/thunderstorms next 5 days with light rain (0.05-0.30"), locally heavier 1-2". Temps stay seasonable, highs 70s-80s and lows 50s-60s through weekend.

**Florida:** Florida sees scattered showers/thunderstorms through Sun with hot, humid conditions into July 5. Highs upper 80s-mid 90s, lows 70s-near 80, with light winds and gusts ≤20 mph.

**Arizona:** Gradual warming through the weekend, with highs rising from upper 90s-low 100s to upper 100s by Sun and lows warming from 60s-70s to mid 70s-low 80s. Winds light-moderate S at 15-18 mph.

### FREIGHT

Freight market will be active this week as we head into the 4<sup>th</sup> of July holiday and truck capacity will be limited.



### IN PEAK SEASON

- Carrots
- Citrus (Oranges)
- Grapes
- Strawberries

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# Commodity Updates



## Apples

Honeycrisp prices continue to trend downward as shippers begin feeling pressure from the upcoming new crop, which is expected next month. Meanwhile, the Red Delicious and Golden Delicious markets have finally started to respond to tightening inventories. While the increases have been modest, it's the first meaningful upward movement we've seen in several weeks. In contrast, Gala and Granny Smith apples remain readily available with ample supply.

Commodity/Region	Supply	Price	Quality
Yakima, Washington (August - July)	Light	\$\$\$	Good



## Asparagus

**ALERT**

Asparagus supplies remain tight as limited production in Mexico and reduced yields in Peru continue to keep demand ahead of availability. Hot weather and unfavorable growing conditions have impacted production and quality, particularly for larger sizes, supporting higher market prices. Domestic and Canadian seasons are ending, leaving Mexico and Peru as the primary suppliers until additional Mexican production ramps up later in July.

Commodity/Region	Supply	Price	Quality
Caborca (Year Round)	Light	\$\$\$	Fair
Peru (Year Round)	Light	\$\$\$	Good
Ohio/NC/MI/NJ (June - September)	Light	\$\$\$	Good
Mexico (Ciudad Obregon) (Year Round)	Light	\$\$\$	Good



## Avocados

Markets are beginning to level out, with pricing easing compared to the past several weeks. Additional relief is expected as Flora Loca volumes ramp up on a weekly basis. Current fruit is eating very well, with dry matter/oil content in the mid-to-high 30s, though it is ripening quickly. Flora Loca is just starting in light volume and will build as more growers are approved for harvest; dry matter/oil content is around 24, resulting in a slower ripening profile than the current end-of-season Negra crop. California production is ongoing, and Peru is expected to ramp up in late June through early July.

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



## Bell Peppers

**ALERT**

Supplies are tightening as the Georgia season has concluded and California transitions from Bakersfield to Oxnard and Fresno. Production in the Carolinas is improving but remains weather-dependent due to extreme heat. Market conditions are expected to remain firm, with limited promotional opportunities over the next several weeks.

Commodity/Region	Supply	Price	Quality
California (May - October)	Steady	\$\$\$	Good
Georgia (May - June)	Light	\$\$\$	Good
Ohio/NC/MI/NJ (June - September)	Light	\$\$\$	Good

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

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# Commodity Updates



## Berries (Blackberries)

**ALERT**

Blackberries will remain in very short supply as late-season CMEX fruit continues to arrive below acceptable quality standards after crossing into the U.S. California production is running behind schedule due to persistent cold weather, while Oregon and Washington supplies are not expected to become available until late July.

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



## Berries (Blueberries)

The Pacific Northwest season has begun on schedule; however, multiple rain events across the growing regions have disrupted harvesting, resulting in lighter-than-expected volumes. Michigan is also off to a slow start due to unfavorable weather conditions. Supplies are expected to remain limited until production in both regions ramps up following the Fourth of July holiday.

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



## Berries (Raspberries)

**ALERT**

Raspberries will remain in very short supply as late-season CMEX fruit continues to arrive below acceptable quality standards after crossing into the U.S. California production is running behind schedule due to persistent cold weather, while Baja production is expected to become more readily available in late July.

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



## Berries (Strawberries)

Supplies remain steady but are lighter than expected as California growers continue to see harvest projections decline due to persistent cool daytime temperatures. Santa Maria is expected to begin harvesting new-crop fruit in the weeks following the Fourth of July holiday. Market conditions remain firm, with pricing slightly elevated.

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

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

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# Commodity Updates



## Broccoli

Broccoli supplies are slightly tighter heading into the weekend. Market conditions are expected to strengthen, with prices trending modestly higher next week.

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

Brussels sprout supplies are slightly limited, though overall quality remains good. Market conditions are expected to remain steady, with the potential for modest price increases heading into next week.

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



## Carrots

The Bakersfield region is currently the primary growing area, with strong availability across all carrot varieties.

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



## Cauliflower

The cauliflower market is beginning to strengthen, with a slight gap in supplies heading into the weekend. Prices are expected to move higher going into next week.

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



## Celery

This market has remained unchanged, with production coming out of Salinas and Southern California. All sizing is available, and there is no escalation in value-added products, a trend expected to continue through the end of June. Production is anticipated to remain steady throughout the week, with no major quality issues reported at this time.

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 grapefruit are available, with peak sizing at 48 count, and are being shipped out of Riverside and the San Joaquin Valley.

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



## Citrus (Lemons)

**ALERT**

The lemon market remains elevated due to limited availability and sustained strong demand. Supplies are expected to remain extremely tight through June, keeping pricing firm in the near term. Some relief is anticipated beginning in July as increased offshore imports help supplement domestic supply. District Two (Ventura County/Oxnard region) is in full production and currently supplying the majority of fruit.

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



## Citrus (Limes)

Lime supplies remain plentiful, with promotional pricing available on smaller sizes, while larger fruit continues to command a premium due to limited availability. Rain in Mexico is expected to support future production, though excessive rainfall could temporarily slow harvests and tighten supplies. Overall, Mexico is expected to remain the primary supplier throughout the summer.

Commodity/Region	Supply	Price	Quality
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Veracruz (Year Round)	High	\$\$\$	Good
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## Citrus (Oranges)

The California Valencia orange crop is heavily skewed toward larger sizes, with production peaking on 56ct and 72ct fruit. Small sizes (113ct and 138ct) are very limited and expected to remain tight through the rest of the season. Flexibility on size and grade will be necessary to ensure consistent order coverage, with substitutions into larger sizes required as needed. Suppliers will maintain contract size averages as supply is managed. Please communicate these sizing constraints to schools and DOD programs and encourage acceptance of 88ct or 72ct fruit.

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

Mexican supplies are improving as newer Baja plantings begin production, while Georgia is nearly finished and Eastern North Carolina is slowing. New Jersey has started harvesting, though early quality has been impacted by weather. Extreme heat across the East may further tighten supplies.

Commodity/Region	Supply	Price	Quality
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Mexico (November - May)	Steady	\$\$\$	Good
Baja California (May - October)	Steady	\$\$\$	Good
Ohio/NC/MI/NJ (June - September)	Light	\$\$\$	Good

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

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# Commodity Updates



## Eggplant

Georgia's season is ending, adding upward pressure to prices. California production is increasing but is not sufficient to fully offset tightening Eastern supplies. Markets are expected to remain elevated into early July, despite gradual improvements in East Coast harvests.

Commodity/Region	Supply	Price	Quality
California (May - October)	Light	\$\$\$	Good
Ohio/NC/MI (June - September)	Light	\$\$\$	Good



## Garlic

Shipments have transitioned to Mexican peeled garlic, with orders shipping on June 22, 2026, and will remain on Mexican product until the new California crop becomes available in late July through early August.

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 deal has returned to California for the season. Red grapes are in good supply, and the market is adjusting to increasing volume. Green grapes are about a week behind reds but are following a similar trend. Prices are expected to ease as both supply and quality improve over the next few weeks.

### Grapes (Green)

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

### Grapes (Red)

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



## Green Onions

Green onion supplies remain strong overall, with the market 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 generally good, with conditions expected to stay steady 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

Supplies are significantly improved in both the Salinas Valley and Southern California. Shippers are flexing for volume-type orders, so flexibility should be expected. Although value-added products are currently on escalation, this is expected to ease by the end of the week or sooner. Business is anticipated to slow as schools are now out nationwide. Weights are averaging 40-44 pounds, with overall quality above average.

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

Supplies are significantly improved across romaine, green leaf, and red leaf, with romaine heart availability also increasing. With schools out and favorable weather conditions, availability has strengthened industry-wide. Overall quality remains good in terms of size, weight, and texture, with minimal fringe and tip burn reported. There is currently no escalation on any value-added items.

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

Spinach and spring mix are in good supply for normal business, with strong overall quality. Arugula varieties are also in good condition this week.

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

**ALERT**

Offshore cantaloupes are finished for the season, with domestic melons now the primary supply. However, production is currently limited due to whitefly pressure in the California desert, which forced an early shutdown. The Central California growing region was not yet ready to bridge the gap, creating a temporary shortage in cantaloupes. Contracts remain priority but are being prorated with size substitutions. This supply gap is expected to continue through the week of 7/6.

Commodity/Region	Supply	Price	Quality
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Central America (December - May)	Steady	\$\$\$	Good
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Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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# Commodity Updates



## Melon (Honeydew)

**ALERT**

Offshore honeydews are finished for the season, with domestic supplies now primary but limited due to whitefly issues in the California desert. Central California was not ready to cover the gap, and Mexican supplies are also finished, further tightening availability. Contracts remain priority but are being prorated with size substitutions. The shortage is expected through the week of 7/6.

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



## Melon (Watermelon)

**ALERT**

Crossings out of Mexico have declined, pushing market prices higher. Domestic watermelons are available but in limited supply. Rain in Georgia and Florida has delayed harvests and increased demand ahead of the holiday.

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



## Mushroom

New government duties are expected to drive price increases as demand continues to exceed available supply.

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



## Onions

Onion supplies from Texas and Georgia are coming to an end, with Central California and New Mexico now supplying the market for the remainder of the summer season. Freight costs are currently a key driver of pricing. Winter storage onions are available in Washington.

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

Bartlett pears in the Sacramento Delta have started in light volume this week, with better availability expected next week. The Washington Anjou deal is nearing completion for most shippers. Even those anticipating a seamless transition between old-crop Anjou and new-crop Bartletts are reporting light overall supplies.

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

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

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# Commodity Updates



## Pineapples

**ALERT**

The pineapple market has improved with stable Costa Rica supply and good peak-season volumes, though availability is still somewhat tight. Contract business is prioritized. Larger sizes are improving, with more 6/7 count crowned fruit, while 8 count is steady. Crownless 8/10 count and organic remain limited. Bunker fees are still under review.

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



## Potatoes

Large potatoes are tightening as packouts decline deeper into the season. A warm winter impacted storage, reducing runable product and tightening overall supply. Orders will require additional lead time to secure product. Washington potatoes are showing strong quality, with mid sizes peaking while large and small counts remain tight. Florida colored potatoes will be available for another week or two. Yellow potatoes are tight, while reds are in a better position. North Carolina sweet potatoes remain limited until new crop availability.

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



## Squash

Western production remains steady, with stable pricing expected once holiday demand eases. Georgia is finishing, while North Carolina and New Jersey are providing solid supplies. Yellow squash remains tighter than zucchini, and continued heat could further reduce production in eastern growing regions.

Commodity/Region	Supply	Price	Quality
Mexico (June - September)	Steady	\$\$\$	Good
Ohio/MI/OH/NJ/NC (June - September)	Steady	\$\$\$	Good
California (May - October)	Steady	\$\$\$	Good



## Stone Fruit

California stone fruit season is nearly in full production and running about two weeks early, with better peach, plum, and nectarine varieties already available. Pluots have begun, with additional premium varieties expected over the next few weeks. The Washington cherry season is strengthening as Fourth of July demand coincides with lighter harvest volumes.

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



## Tomatoes

Roma, round, and grape tomato supplies are in seasonal transition. The East is relying on limited South Carolina production until Virginia harvest begins ramping up in early July. Western supplies are gradually improving as California increases production and Mexico adds volume from newer plantings. Roma and grape tomatoes remain somewhat tight, while round tomatoes are more stable. Overall availability is expected to steadily improve through July as additional regions come online.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Baja California (Spring/Summer - November)	Steady	\$\$\$	Good
California (July - October)	Light	\$\$\$	Good

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

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# Weather Updates



## CALIFORNIA

A deep marine layer will bring near to below-average temperatures through Thursday. Morning lows will range from the low 40s to mid 50s, with daytime highs in the low to mid 60s near the coast and mid 70s to low 80s inland.

High pressure builds on Friday, bringing a warming trend to near or slightly above average temperatures through the weekend. Highs are expected to reach the mid to upper 60s near the coast and the mid 70s to mid 90s inland.



## MEXICO

Isolated to scattered showers and thunderstorms will continue across Central Mexico over the next five days. Most areas will see light rainfall totals of 0.05” to 0.30”, though stronger storms could produce 1” to 2” of rain, particularly on Wednesday as additional moisture moves in. Temperatures are expected to remain seasonably warm through the weekend, with highs in the low 70s to low 80s and lows in the mid 50s to low 60s through Sunday morning.



## FLORIDA

Isolated to scattered showers and thunderstorms will continue across the Florida peninsula through Sunday. Warm and humid conditions are expected to persist through July 5. Highs will range from the upper 80s to mid 90s, with lows in the low 70s to near 80 through Sunday morning. Winds will generally remain light, with gusts near or below 20 mph through Friday across much of Southeast Florida and the Tampa Bay area.



## ARIZONA

A slow warming trend is expected through the weekend. Highs in the upper 90s to low 100s on Wednesday will climb into the upper 100s by Sunday afternoon. Overnight lows in the 60s to 70s on Wednesday will warm to the mid 70s to low 80s by Saturday. Winds will remain light to moderate and southerly, with gusts of 15–18 mph through the period.

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

# Freight Updates



Freight market will be active this week as we head into the 4<sup>th</sup> of July holiday and truck capacity will be limited.



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

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

	06/15/26	06/22/26	06/29/26	Change from		
				2 year ago	year ago	week ago
U.S.	5.059	4.832	4.668	↑ 0.855	↑ 0.941	↓ -0.164
East Coast (PADD1)	5.048	4.886	4.758	↑ 0.860	↑ 0.983	↓ -0.128
New England (PADD1A)	5.508	5.371	5.248	↑ 1.152	↑ 1.268	↓ -0.123
Central Atlantic (PADD1B)	5.503	5.368	5.190	↑ 1.114	↑ 1.248	↓ -0.178
Lower Atlantic (PADD1C)	4.831	4.657	4.547	↑ 0.735	↑ 0.856	↓ -0.110
Midwest (PADD2)	5.011	4.751	4.583	↑ 0.854	↑ 0.868	↓ -0.168
Gulf Coast (PADD3)	4.646	4.415	4.283	↑ 0.734	↑ 0.914	↓ -0.132
Rocky Mountain (PADD4)	5.019	4.795	4.602	↑ 0.857	↑ 0.943	↓ -0.193
West Coast (PADD5)	6.074	5.809	5.528	↑ 1.081	↑ 1.107	↓ -0.281
West Coast less California	5.519	5.238	4.962	↑ 0.923	↑ 0.927	↓ -0.276
California	6.713	6.468	6.180	↑ 1.265	↑ 1.314	↓ -0.288

\*prices include all taxes

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

# Crop Updates



## 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.



# Crop Updates



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.

