

PRO*ACT

CONNECTING FARMS | EMPOWERING KITCHENS™

Crop Update

July 22, 2026

Lettuce Eat Through the Heat

Summer weather is keeping the Salinas Valley on watch this week. Warm days, higher humidity, and long daylight hours are pushing crops along quickly, which is good for supply but harder on quality. Lettuce and leaf markets are sitting near seasonal lows, and with heat across much of the country, this is still a great time to keep fresh salads moving.

Iceberg, romaine, and green leaf supplies remain available, but crews are working harder in the field to keep packs clean. The recent weather is bringing on more burn, mildew, seeder, and insect pressure in certain lots. Packers can trim around some of these issues, but deeper defects in iceberg and romaine are harder to catch before shipping. Weights and yields can vary as harvest crews trim more aggressively. Cold-chain management and quicker turns will make a big difference in keeping quality strong.

Berries are in a softer stretch overall, with the exception of blackberries.

Strawberry demand is light as retail focus shifts toward California stone fruit and foodservice stays quiet ahead of school business returning in mid-August.

Salinas and Watsonville quality has been fair, with warm nights keeping fruit from resting properly. That is leading to smaller, riper berries and more bruising. Santa Maria production is improving and should continue building over the next several weeks. Markets remain flat, with some volume pricing available to help keep fruit moving.



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Blueberries continue to have good supply out of Oregon and Washington, with Michigan expected to increase over the next few weeks. New Jersey is still producing light volume and working through quality challenges. Markets are steady overall, with enough fruit available to keep pressure on pricing.

Blackberries are still the outlier. Supply remains limited, but there is some light at the end of the tunnel as a few Central Mexico programs begin to improve. More relief should show up in early August as Mexico, Oregon, and California's Central Coast add volume. Until then, demand is still running ahead of supply and markets remain elevated.

Raspberries are moving in the other direction as more fruit becomes available from Baja and Central Mexico. Volumes are improving for most suppliers, and markets are softening as supply gets ahead of current demand.

Overall, this is a good week to lean into lettuce and leaf while keeping berry inventories moving. Markets are favorable on salads, but summer weather means shelf life and cold chain still matter. Strawberries and blueberries have volume, raspberries are easing, and blackberries remain the berry item with the least flexibility.

