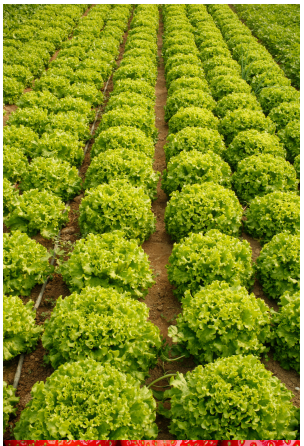
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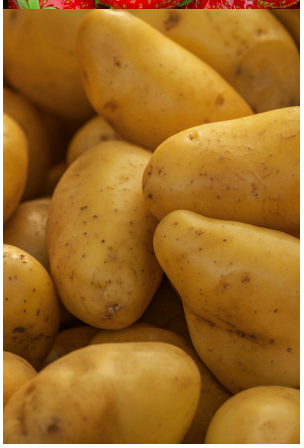
# Crop Update

November 11, 2026

## The Dust Begins to Settle







The transition to the desert is finally coming together, and there's a sense of relief in the market. Most of the major lettuce processors will complete their move to Yuma over the weekend, officially making the desert the anchor for the leafy green market heading into Thanksgiving. Supplies of iceberg, romaine, and green leaf continue to improve, quality is generally good, and markets are easing as additional acreage comes online. We're not completely through the transition yet, but the pressure that defined much of the past month is beginning to fade. Rain is also in the forecast for California later this week and again Sunday evening, something worth keeping an eye on as the last coastal harvests wrap up.

The cooking vegetables are still playing catch-up. Broccoli and especially cauliflower typically lag behind the lettuce transition by a few weeks, with cauliflower remaining one of the most difficult items to cover. Weather challenges, insect pressure, and reduced acreage continue to limit supplies, and additional rain could create more harvesting disruptions. Expect markets to remain active as demand continues to outpace available production.

Strawberries remain the biggest concern. California production continues to run below normal as growers recover from recent heat and rain events, while Baja and Central Mexico have been slower to rebound from recent storm activity. Supplies remain extremely tight, fill rates continue to be challenged, and shippers are prioritizing contracts and existing commitments. Florida volume has started in a light way and is expected to ramp up at the end of the month, but until then strawberries will likely remain a daily challenge.

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# Crop Update

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On the potato front, harvest is complete and supplies are now shipping from storage. Yields are significantly lower than last season, setting the stage for an active potato market until new crop supplies become available next year. Holiday demand is beginning to build as buyers prepare for Thanksgiving, with larger sizes remaining the tightest item in the market. Strong freight rates out of the Northwest continue to push landed costs higher, making advance planning increasingly important. Booking orders 1-2 weeks in advance will be critical to ensuring supplies are available and orders are filled as expected.

Meanwhile, onions continue to be one of the more promotable categories. Supplies are plentiful, quality is excellent, and markets remain favorable heading into the holiday push.

As we head toward Thanksgiving, the focus is shifting toward how quickly the remaining commodities can catch up. Lettuce is settling in nicely at Yuma, but cauliflower and strawberries remain the two markets most likely to keep buyers on their toes over the next few weeks.

