PRO*ACT
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The Source

Commodity of the Month - Romaine

MARKET ALERTS

Asparagus: Asparagus supplies remain tight ahead of Thanksgiving due to lower yields and weather impacts, with limited availability expected into December.

Avocados: Avocado markets remain elevated due to Michoacán disruptions, with light harvest volumes and 48/60-count sizes leading availability.

Bell Peppers: Pepper supplies remain tight as production transitions, with markets staying elevated.

Cantaloupe: Domestic cantaloupe supplies are ending, with limited availability and elevated pricing expected through November until offshore and Mexican supplies build.

Cauliflower: Cauliflower supplies remain tight as Salinas winds down, keeping markets firm until Yuma production begins.

Celery: Celery markets remain steady with good availability, strong quality, and promotional opportunities heading into Thanksgiving.

Lettuce (Iceberg): Lettuce supplies remain extremely tight due to lower yields and INSV pressure, keeping markets elevated despite Huron adding some volume.

Lettuce Leaf: Romaine conditions are improving, but supplies remain tight with strong demand keeping markets elevated.

Pineapple: Pineapple supplies remain tight due to weather impacts, with limited availability and elevated prices expected through November. Quality remains good.

Potatoes: Potato supplies remain limited on key sizes, with 40/80 counts in high demand. Washington quality is strong, while sweet potato supplies remain tight until new crop availability.

Tomatoes: Tomato supplies remain tight nationwide, with markets elevated through November and improvement expected later for grape, Roma, and Round varieties.

Strawberries: Strawberry supplies remain extremely tight due to weather impacts, with Florida expected to add limited volume by late November.

NOVEMBER 11, 2026

CROP UPDATES

The desert transition is improving leafy green supplies and easing lettuce markets as Yuma production ramps up, while broccoli and especially cauliflower remain tight due to weather and reduced production. Strawberries continue to be in very short supply, potatoes remain active with lower yields and strong freight costs, and onions continue to offer plentiful supplies, good quality, and favorable markets heading into Thanksgiving. Read more

WEATHER

California: Warm, dry weather continues through Thursday before cooler temperatures and rain arrive for the weekend.

Mexico: Scattered showers and thunderstorms are expected through Friday, followed by drier weather and cooler temperatures over the weekend.

Florida: Cooler, drier weather will settle into Florida through the week, with isolated showers through Friday, gusty winds, and only a slight chance of light rain returning late Saturday.

Arizona: Warm, dry weather continues through Thursday before cooler temperatures and a slight chance of light showers arrive Friday into the weekend.

FREIGHT

Freight this week sees Salinas production draw to a close with Yuma starting Monday 11/16. Expect the remainder of this week to be very challenging with shipper delays and out of route pickups. Loading delays are already affecting transit times.

PRO FRESH LOGISTICS

IN PEAK SEASON

- Apples
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Commodity Updates

Apples

Finally we have some decent volumes to play with! All varieties are in good supply on food service sizes.

Commodity/Region	Supply	Price	Quality
Hudson, New York (September - June)	Steady	$$$	Good

Asparagus

ALERT

Mexican asparagus supplies are tightening ahead of Thanksgiving as demand increases, with lower yields expected to keep supplies limited into December. New production from Central Mexico will provide some relief, while Caborca is expected to start later than usual, delaying stronger volumes until mid-to-late February. Peruvian supplies also remain tight due to weather impacts, though affordable air freight is helping maintain inventory through the holiday season.

Commodity/Region	Supply	Price	Quality
Caborca (Year Round)	Light	$$$	Fair
Peru (Year Round)	Light	$$$	Fair
Mexico (Ciudad Obregon) (Year Round)	Light	$$$	Fair

Avocados

ALERT

Avocado markets are higher due to the protest in Michoacán, with both the Flora Loca and Adventajada crops currently in production. Dry matter and oil content remain in the mid-to-high 20% range, resulting in similar ripening characteristics between the two crops. Peak sizing continues to be 48-counts and 60-counts. Harvest has resumed, but volumes remain extremely light and will likely take another week or so to refill the pipeline.

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

Bell Peppers

ALERT

East: Georgia production is winding down as near-freezing temperatures approach. Florida is taking center stage, but recent heavy rains may disrupt harvest schedules and increase choice/#2 yields. West: Coachella remains the primary source of #1 peppers, while Hermosillo is beginning with smaller, mostly choice fruit. Markets remain elevated, with potential for further increases.

Commodity/Region	Supply	Price	Quality
California (May - October)	Light	$$$	Good
Mexico (November - May)	Light	$$$	Good

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

Supply Partners



Commodity Updates

Berries (Blackberries)

Blackberry supplies remain steady from Central Mexico and Baja, with markets holding steady and demand remaining strong.

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

Berries (Blueberries)

Supplies remain steady through the end of November from Peru and Central Mexico, with quality continuing to be strong. Argentina has also begun shipping light volumes into the U.S. as its season gets underway.

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

Berries (Raspberries)

Supplies remain steady from Central Mexico and Baja, with markets holding steady and demand remaining fair.

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

Berries (Strawberries)

ALERT

The strawberry market remains tight as California, Baja, and Central Mexico continue to experience an industry-wide supply shortage. Florida is expected to begin its season during the last week of November, with some growers already harvesting limited, less-than-pallet quantities. El Niño weather continues to impact production in California and Central Mexico, with additional rain expected this weekend.

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

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

Supply Partners Driscoll's Only the Finest Berries™ naturipe FARMS



Commodity Updates

Broccoli

Broccoli supplies have improved as production increases and harvest volumes recover, providing better overall availability. While Diamondback Moth pressure continues to impact some fields, market pricing is trending higher due to steady demand and ongoing production challenges.

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

Brussel Sprouts

Brussels sprout supplies remain steady, with good demand expected to keep market conditions stable while pricing sees a modest increase in the near term.

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

Carrots

Carrot supplies remain steady, with Lancaster/Cuyama continuing as the primary growing region. Production will gradually transition to Bakersfield next month, with good sizing and availability across all pack sizes.

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

ALERT

Cauliflower markets are strengthening as the Salinas season winds down, with lighter-than-expected supplies and increasing seasonal demand creating continued market pressure. With Yuma production not yet underway, markets are expected to remain firm and trend higher until the transition is complete.

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

Celery

Celery open-market pricing has stabilized after strengthening at the start of the month, and the market is expected to remain steady through Thanksgiving. Santa Maria and Salinas continue to offer good availability across all sizes, with flexible shippers creating strong promotional opportunities. Quality remains above average across most suppliers.

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

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

Supply Partners Taylor Farms, Andy Boy / D'Arrigo California, Grimmway Farms, Dole, Mann's, Fresh Express, Queen Victoria



Commodity Updates

Citrus (Grapefruit)

Star Ruby grapefruit are available from Riverside and the San Joaquin Valley, with peak sizing on 48-count fruit.

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

Citrus (Lemons)

The lemon market remains steady, with availability expected to improve as District 1 (San Joaquin Valley) increases production over the next few weeks. District 2 (Ventura County/Oxnard) continues to provide limited volumes, while District 3 (Arizona/California Desert) supplies a significant share of current volume. Peak sizing remains 140-count and larger.

Commodity/Region	Supply	Price	Quality
CA Desert/Yuma (October - February)	Steady	$$$	Good
San Joaquin Valley (October - May)	Light	$$$	Good

Citrus (Limes)

Lime prices continue to rise as wet weather in Veracruz, Mexico, slows harvesting. Supplies are primarily 175–230 count, with limited 250-count fruit. Minor blanching and oil spotting have been reported, but overall quality remains good. Markets are expected to stay elevated into next week before gradually easing in the coming weeks.

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

Citrus (Oranges)

Navel orange season is fully underway, with peak sizing on 88-count and smaller fruit. Minimal gassing is currently needed to enhance color, and cooler nights are expected to naturally improve fruit color in the coming weeks.

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

Cucumber

Eastern supplies are transitioning from North Carolina to Georgia as the season winds down. Baja volumes remain light, while Sonora production continues to increase. Improved weather is expected to support better volume and quality next week.

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

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

Supply Partners Sunkist FRESH LINK



Commodity Updates

Eggplant

Georgia is at peak production, providing promotable volumes and strong quality over the next two weeks before supplies begin to gradually decline. In the West, supplies remain light, though mainland Mexico is expected to increase production next week, which should help ease market conditions.

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

Garlic

The 2026 California crop continues to ship, with production expected to run through late September. Quality and availability remain strong and continue to meet expectations as the season progresses.

Commodity/Region	Supply	Price	Quality
East Coast (Year Round)	Steady	$$$	Good
Bakersfield, California (Year Round)	Steady	$$$	Good
Gilroy, California (Year Round)	Steady	$$$	Good

Grapes

Domestic red and green seedless grape supplies continue to tighten as the season winds down, though overall availability remains good. Demand for green grapes is strengthening, driven by retail programs, while red seedless continue to offer good value. Imported grapes have begun arriving in New Jersey, with lower freight costs helping keep imported green grapes competitively priced.

Grapes (Green)

Commodity/Region	Supply	Price	Quality
	Steady	$$$	Good

Grapes (Red)

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

Green Onions

Green onion supplies continue to improve out of Mexico, with the market expected to remain mostly steady into next week.

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

Kale

Kale supplies and quality remain strong, with market 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

Supply Partners



Commodity Updates

Lettuce Iceberg

ALERT

Iceberg lettuce supplies remain extremely light in Salinas and Santa Maria due to lower yields and ongoing INSV disease pressure. Huron is beginning to add production, but overall availability remains limited as demand continues to exceed supply. Quality concerns, including outer-leaf discoloration, misshapen heads, and occasional insect damage, persist, with carton weights ranging from 22–26 lbs. Markets are expected to remain elevated as tight supplies and strong demand continue.

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

Lettuce Leaf

ALERT

Romaine disease pressure remains light, while green and red leaf conditions continue to improve in the Salinas Valley and Southern California. Despite these improvements, supplies remain below budget, with demand outpacing harvest volumes and keeping availability tight. Romaine hearts are moderately available, but continued supply constraints have pushed markets into the mid-$70s. Expect markets to remain strong as demand continues to exceed available supplies.

Commodity/Region	Supply	Price	Quality
Salinas, California (May - October)	Steady	$$$	Fair

Lettuce Tender Leaf

Good quality and steady supplies continue across all leaf items. Improved availability has created promotional opportunities for tender leaf products, while other row crops remain tight.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	$$$	Good
Oxnard, California (Year Round)	Steady	$$$	Good
Salinas, California (May - October)	High	$$$	Good

Melon (Cantaloupe)

ALERT

Domestic cantaloupe supplies continue to ship from Central California as the Westside season winds down, with peak sizing on 9-count fruit. Cooler weather and lower yields are driving prices higher. Yuma production is beginning but will be limited by virus pressure, with offshore supplies expected to become available by the end of November.

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

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

Supply Partners Taylor Farms, Andy Boy, Dole, Mann's, Queen



Commodity Updates

Melon (Honeydew)

Domestic Honeydews are loading from Yuma AZ but the deal nearing an end. Nogales Honeydews are more available will be available towards end of the month.

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

Melon (Watermelon)

Watermelon supply and demand continue to decline as cooler weather slows movement across growing regions. Nogales is expected to begin crossing limited volumes, with improved availability anticipated later this month.

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

Mushroom

Due to new government duties and the Thanksgiving holiday, prices are expected to increase as demand continues to exceed available supplies.

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

Onions

Storage onion season is in full swing, with improved yields across the region. Supplies remain steady despite strong demand and regional production ending sooner than expected, while freight costs continue to drive the market.

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

The pear market remains tight as this season's crop continues to produce larger-sized fruit, making 100-count and smaller sizes increasingly difficult to find. Limited availability of smaller fruit continues to keep FOB pricing elevated, with little relief expected in the near term.

Commodity/Region	Supply	Price	Quality
	Steady	$$$	Good

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

Supply Partners JC Watson Packing Company, Rainier Fruit Company



Commodity Updates

Pineapples

ALERT

Pineapple supplies remain tight due to ongoing El Niño weather impacts, with limited availability expected through the end of November. Contract orders should remain unaffected, but reduced open-market supplies are likely to keep prices elevated. Crowned 6-count and 7-count fruit are increasing, while 8-count crowned, crownless, and organic pineapples remain limited. Overall quality continues to be good.

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

Potatoes

ALERT

New crop potatoes are all in storage and are limited on sizes. 40/80ct are in high demand due to the holiday pull and this trend is expected to trend all season. Orders will need lead time to secure product. WA potatoes are producing great quality peaking on mid sizes, large/smaller counts remain snug. Color Potatoes are available in ID, WA, CA, MN, and WI. Sweet potatoes from Cali and NC will be limited until new crop is available. Mississippi Sweets are off to a slow start

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

Squash

East Coast squash supplies continue to improve as Georgia and Florida production increases, easing prices. West Coast production is winding down, while Sonora volumes continue to build, with markets expected to soften as supplies improve.

Commodity/Region	Supply	Price	Quality
Mexico (November - May)	Steady	$$$	Good
California (May - October)	Light	$$$	Good

Stone Fruit

The domestic stone fruit season has ended, with imported peaches expected in early December, nectarines 2–3 weeks later, and plums after the new year. In the meantime, domestic kiwi, Asian pears, pomegranates, and persimmons remain in good supply, offering great seasonal alternatives.

Commodity/Region	Supply	Price	Quality
San Joaquin Valley	Light	$$$	Good

Tomatoes

ALERT

Tomato supplies remain tight nationwide across Roma, Round, and Grape varieties as Florida ramps up slowly and Mexico continues to face weather-related delays, lower yields, and quality challenges. Markets are expected to remain elevated through November, with grape tomato supplies improving by late November and Roma and Round tomatoes not seeing meaningful relief until mid-to-late December or early January.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Light	$$$	Fair
Baja California (Spring/Summer - November)	Light	$$$	Fair
Florida (November - May)	Light	$$$	Fair

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

Supply Partners



Weather Updates



CALIFORNIA

High pressure and offshore winds continue to bring above average temps through Thursday. Morning lows will be in the low 40s to mid 50s near the coast with mid 30s to low 40s south of Soledad. Daytime highs will be in the low 70s to low 80s near the coast and mid 70s to low 90s south of Soledad. A frontal system arrives Friday bringing isolated showers, near average temps, and gusty winds through Saturday with rain totals between ¼" - ¾". A second system arrives Sunday bringing another chance of rain and below average temps through early next week.



MEXICO

Isolated to scattered showers and t-storms from Wednesday through Friday. Rainfall totals will range from 0.05" to 0.30" in most showers but higher totals could accompany some t-storms. Drier weather over the weekend is more likely. Highs in the low 70s to near 80 on Wednesday, mid 60s to mid 70s on Thursday through Saturday and low-upper 70s on Sunday afternoon. Lows in the upper 40s to mid 50s through Friday morning and low 40s to low 50s over the weekend over most spots.



FLORIDA

Temps will cool as we progress through the week and dry northerly winds will usher in dry cool air. Shower activity will be isolated over Central and Southern Florday through Friday, a mostly dry Friday and then by late Saturday the chance for a few light isolated showers are possible over a good portion of the state. Rainfall totals will be near or less than 0.10" in most showers that do occur over the region. Winds will gust in the 15 to 20 mph range through Friday over most of southeast Florida and the Tampa Bay area. Highs in the mid 70s to mid 80s on Wednesday, mid 70s to low 80s on Thursday, low 60s to low 70s on Friday and upper 50s to upper 60s on Saturday over most of the state.



ARIZONA

An upper-level ridge maintains warm, dry conditions Wed–Thu before Pacific disturbances bring cooling and limited shower chances Friday–Saturday. Highs fall from the low-mid 80s central Arizona and mid-upper 80s farther west to low-upper 70s central Arizona and upper 70s-low 80s across Yuma County and southeast California this weekend. Yuma County morning lows ease from upper 50s-low 60s to mid 50s near Roll and upper 50s elsewhere Sunday. Light showers are possible Friday night–Saturday, totaling around .02 inch near Salome, .03 near Buckeye and .07 near Scottsdale, with isolated light showers near Coachella and Borrego Saturday.

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

Freight Updates

Freight this week sees Salinas production draw to a close with Yuma starting Monday 11/16. Expect the remainder of this week to be very challenging with shipper delays and out of route pickups. Loading delays are already affecting transit times.



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

	10/26/26	11/02/26	11/09/26	Change from 2 year ago	Change from year ago	Change from week ago
U.S.	6.352	6.292	6.127	↑ 2.606	↑ 2.290	↓ -0.165
East Coast (PADD1)	6.079	6.025	5.920	↑ 2.341	↑ 2.097	↓ -0.105
New England (PADD1A)	6.421	6.416	6.349	↑ 2.602	↑ 2.394	↓ -0.067
Central Atlantic (PADD1B)	6.496	6.486	6.412	↑ 2.605	↑ 2.456	↓ -0.074
Lower Atlantic (PADD1C)	5.890	5.814	5.694	↑ 2.216	↑ 1.933	↓ -0.120
Midwest (PADD2)	6.480	6.402	6.201	↑ 2.697	↑ 2.310	↓ -0.201
Gulf Coast (PADD3)	5.951	5.912	5.741	↑ 2.571	↑ 2.305	↓ -0.171
Rocky Mountain (PADD4)	6.521	6.445	6.206	↑ 2.681	↑ 2.403	↓ -0.239
West Coast (PADD5)	7.329	7.272	7.110	↑ 2.930	↑ 2.565	↓ -0.162
West Coast less California	6.614	6.575	6.429	↑ 2.672	↑ 2.268	↓ -0.146
California	8.155	8.076	7.897	↑ 3.231	↑ 2.909	↓ -0.179

prices include all taxes

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



Crop Updates

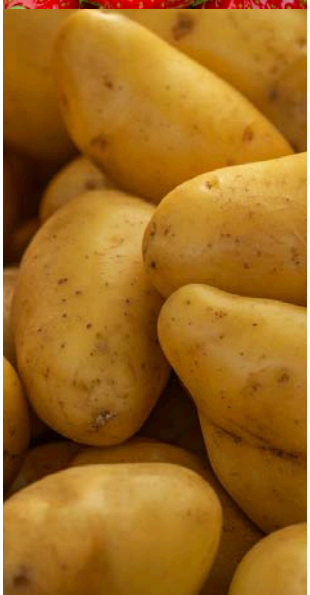
The Dust Begins to Settle



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.

Crop Updates



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.

