

# PRO\*ACT

CONNECTING FARMS | EMPOWERING KITCHENS™

## Crop Update

*October 14, 2026*

### Eyes on Yuma

We've spent the last several weeks talking about the end of the Salinas season, and now we're right in the middle of the toughest part of transition.

Iceberg and romaine volumes are expected to be at some of their lowest levels over the next few weeks. Virus and soil-borne disease pressure have been intense enough that some Salinas growers have already finished portions of their season ahead of schedule rather than continue harvesting fields with declining quality and poor usable yields.

That leaves fewer good acres to carry us through the finish, while weights and sizing remain inconsistent and overall availability stays tight.

Huron is starting to ramp up and will provide some much-needed relief on iceberg and leaf lettuces, but we're not out of the woods yet. Huron is a short bridge, and all eyes remain on Yuma as we work toward the main desert transition in November.

Yuma received some help from Mother Nature over the weekend as the remnants of Hurricane Rachel moved through the Desert Southwest. The rainfall amounted to some welcome free irrigation for newly planted acreage, although the system also brought gusty winds that growers will be evaluating for any damage to young plants.

At this point in the season, the desert crop becomes increasingly important. We know where Salinas is headed, Huron can only carry so much of the load, and the next few weeks are really about getting from one growing area to the next.



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Tomatoes are going through a transition of their own.

Supplies are tightening as regional deals wind down and the next growing areas are still getting started. That combination is pushing markets higher across rounds, Romas, grape and cherry tomatoes.

On the East Coast, several summer growing areas are finishing, while Georgia and Florida are still building volume. Florida will be especially important over the next few weeks, but early production is expected to be light.

Out West, California production is tapering off while Mexico remains relatively tight. Baja came through Hurricane Polo better than initially feared, but recent rain in Mexico continues to create some variability in yields and quality.

Across the board, there just isn't a lot of extra tomato volume sitting around right now. Customers may notice more variation in color, firmness and shelf life as product moves between growing regions. Large rounds are becoming harder to find, and grape and cherry tomatoes are especially tight. This is one of those periods where buying what you need, keeping inventories moving, and staying flexible on size will matter more than trying to build too much safety stock.

The tomato market should improve as Florida and Mexico build volume, but that takes time. Elevated markets could stick with us through Thanksgiving depending on how quickly those regions come online and what Mother Nature throws at them between now and then.

