

The Source

Commodity of the Month - Avocados

MARKET ALERTS

Bell Peppers: Bell pepper markets are firm as Central Valley winds down, with supplies expected to improve from Coachella and Nogales in the coming weeks.

Broccoli: Broccoli supplies are improving but remain below normal, with firm markets expected due to ongoing yield pressure.

Brussels sprout: Brussels sprout supplies remain tight, with firm markets expected as demand increases.

Citrus (Oranges): Valencia oranges continue to peak on larger sizes, with small fruit remaining limited. The domestic Navel season is expected to begin soon.

Green Onion: Baja supplies remain limited, keeping the market firm, with improvements expected next week.

Lettuce (Iceberg): Romaine supplies remain extremely limited, with firm markets expected as disease pressure and lower yields continue to impact availability.

Lettuce Leaf: Leaf supplies remain below expectations, with tight markets as demand continues to outpace production.

Onions: Storage onions are now driving the market, with tight supplies and limited larger sizes keeping conditions firm.

Pineapple: Pineapple supplies remain tight due to weather impacts, with limited crownless and organic availability.

Potatoes: Potato sizing remains challenging on new crop, with 40–70 counts tight. Washington quality is strong, while sweet potato supplies remain limited.

Tomatoes: Tomato markets remain firm as limited supplies and quality issues continue, with larger sizes and snacking tomatoes especially tight.

OCTOBER 14, 2026

CROP UPDATES

Lettuce and tomato markets remain challenging as seasonal transitions tighten supplies. Salinas is winding down with disease pressure reducing yields, while Huron provides temporary relief before the Yuma transition. Tomato supplies are also limited as regions transition, keeping markets firm with tighter availability expected into Thanksgiving. [Read more](#)

WEATHER

California: Warming trend through Friday with cooler conditions returning Sunday as marine influence increases.

Florida: Cold front brings showers and cooler temperatures to Florida late week into the weekend.

Mexico: Central Mexico will see isolated showers and cooler temperatures later this week as a cold front moves through.

Arizona: Strong winds are expected Thursday–Friday across Yuma and Coachella Valley, with mostly dry conditions and warming temperatures.

FREIGHT

Freight this week sees an increased pressure on transportation as transition to the southern growing regions takes shape. Shipper delays are prevalent as producers in the Salinas area struggle to meet demand.

PRO*FRESH
LOGISTICS

IN PEAK SEASON

- Carrots
- Celery
- Stone Fruit
- Cauliflower
- Grapes

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Commodity Updates



Apples

New crop apples are underway for most varieties. Pink Lady's should start in a small way later this week with at least a few shippers. All varieties are running heavy to the larger sizes and food service sized apples are tight because of it. This is a light apple crop overall and the market, while manageable, is likely to stay higher than last year for most varieties.

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



Asparagus

A surge in supply and weak demand have driven asparagus prices lower, but the market is expected to tighten in the coming weeks. Heavy rains from Hurricane Polo accelerated harvests in Mexico, leading to reduced supplies later in the season, while lower production in Baja, Hermosillo, and Peru is expected to create supply challenges beginning in November and continuing through the transition to Caborca in early 2027.

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

The Flora Loca crop continues to be the primary harvest, with early volumes of the new Adventajada crop beginning to arrive. Current production is peaking on 60-count fruit, followed by 48-count sizes.

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



Bell Peppers

ALERT

Bell pepper markets are firming as Central Valley production winds down. Coachella is expected to begin in 10-14 days, while Nogales supplies will gradually increase and improve into late November. Limited Canadian colored bell supplies are also keeping red pepper markets elevated.

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

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

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Commodity Updates



Berries (Blackberries)

Supplies are steadily increasing as we move into late-October. The fruit is coming from Central Mexico and Baja. Rain in the growing areas has caused some logistical issues making crossings more sporadic.

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

Supplies remain steady coming from Cmex and Peru on conventional fruit. Organic offerings are still very light and demand exceeds supply for that SKU.

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

Supplies are becoming more stable coming into the US through Texas and San Diego COO is Mexico.

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

The Santa Maria and Oxnard areas are recovering from the recent heat events we experienced in early October. Harvests are expected to increase in both areas due to optimum growing conditions projected over the next few weeks. Mexican growing regions in CMEX and Baja have experienced recent rain events caused by Hurricane activity. Crossings are continuing but quality and consistency have been affected negatively.

Commodity/Region	Supply	Price	Quality
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California (Year Round)	Steady	\$\$\$	Fair
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Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Commodity Updates



Broccoli

ALERT

Broccoli supplies have improved modestly, but overall availability remains below normal. Ongoing Diamondback Moth pressure continues to impact younger fields, reducing yields and limiting production. While supplies are gradually improving, the market is expected to remain firm, with prices likely trending higher into next week. Six-week average pricing remains in effect.

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

ALERT

Brussels sprout supplies remain tight as ongoing insect pressure continues to reduce yields and limit availability. With demand increasing, market conditions are expected to strengthen, resulting in modest price increases 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 production has transitioned to the Cuyama/Lancaster growing region, where harvest will continue through October. Supplies are strong, with good quality. Grimmway has also begun production at its new Minnesota facility, which is expected to run through late November or early December. Pricing from the Minnesota program will remain consistent with California.

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

Cauliflower supplies continue to improve as additional fields come into production, increasing overall availability. While some suppliers may still experience occasional gaps, stronger harvests are helping offset ongoing Diamondback Moth pressure. As supplies continue to build, the market is expected to soften, creating more promotional opportunities.

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



Celery

The celery market remains steady, with good availability across all sizes in Santa Maria and Salinas. Strong supplies continue to create promotional opportunities, while quality remains above average across most shippers.

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 on 48-count fruit, and are shipping from Riverside and California's San Joaquin Valley.

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



Citrus (Lemons)

The lemon market remains steady, with tight supplies expected to keep pricing firm in the near term. District 2 production is winding down as District 3 ramps up, while offshore product remains available on both coasts.

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



Citrus (Limes)

Supplies are expected to gradually improve over the coming weeks, providing some relief to FOB pricing. New-crop sizing continues to favor smaller fruit, limiting larger sizes and requiring substitutions. Quality concerns, including external blemishes and reduced shelf life, remain present.

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



Citrus (Oranges)

ALERT

The California Valencia orange crop continues to peak on larger sizes, primarily 56ct and 72ct fruit, while smaller sizes remain extremely limited. Buyers should expect continued substitutions to larger sizes and flexibility with size and grade as suppliers manage contract averages. Schools and DOD programs are encouraged to accept 88ct or 72ct fruit whenever possible. The domestic Navel season is expected to begin soon.

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



Cucumber

Eastern cucumber supplies are expected to improve with warmer, sunnier weather following recent rains in Georgia. In the West, supplies remain tight as Baja winds down and mainland Mexico ramps up. Larger sizes continue to be limited but should improve over the next few weeks.

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

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

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Commodity Updates



Eggplant

Georgia is at peak production, with strong supplies and good quality expected over the next two weeks before volumes gradually decline. In the West, supplies remain light, but increasing production from mainland Mexico next week should help improve availability and ease market conditions.

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



Garlic

Continuing to ship 2026 California crop, which is expected to remain in production through late September. Quality and availability are currently meeting 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 grapes are finally getting out from under the glut of supplies that we saw all summer. The season started 3 weeks early and never slowed down. Some shippers had as many as 5-6 varieties of both reds and greens in their cooler at the same time. That situation has changed as most shippers are close to the end of harvest. That said, there are still plenty of "storage grapes" that were picked into totes to be packed later. Expect domestic and imported greens to overlap next month. At this point we are not expecting a gap between domestics and imported greens or reds.

Grapes (Green)

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

Grapes (Red)

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



Green Onions

ALERT

Baja production remain limited this week due to continued heat, lower yields, and smaller sizing. Tight supplies have kept the market firm, with October water availability and potential monsoonal weather posing additional risks. Improved supplies are expected going into next week.

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



Kale

Kale supplies remain plentiful, with good quality and steady market conditions expected to continue 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

ALERT

Romaine supplies remain extremely limited in both the Salinas Valley and Santa Maria due to lower yields and ongoing INSV pressure. Huron is beginning to come online and may provide some additional volume, but overall availability remains tight as industry-wide shortages continue to challenge order fulfillment. Quality issues, including outer-leaf discoloration, misshapen heads, occasional insect damage, and lighter carton weights, remain a concern. Markets are expected to stay firm through the week as limited supplies and steady demand continue to support higher pricing.

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 quality has improved in both the Salinas Valley and Southern California. Despite these improvements, supplies remain below expectations, with demand continuing to outpace production. Romaine hearts are moderately available, but overall markets have strengthened, with tight supplies pushing prices into the mid-\$50s.

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



Lettuce Tender Leaf

Leaf items are showing good quality and strong supplies, creating promotional opportunities on 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)

Domestic cantaloupes continue to ship from Central California as the Westside season nears completion. Production is peaking on 9-count fruit, with cooler weather and lower yields keeping the market firm. The transition to Yuma is expected in October, followed by offshore supplies in late November.

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

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

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Commodity Updates



Melon (Honeydew)

Domestic honeydews continue shipping from Central California as the Westside season winds down, with peak sizing on 5-count fruit. Cooler weather and lower yields are pushing prices higher. Nogales honeydews are expected later this month, with production transitioning to Yuma in October and offshore supplies by the end of November.

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

Watermelon demand and supplies are both declining as cooler weather sets in across growing regions. Limited Nogales shipments are beginning, with improved availability expected as production increases through October.

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

New government duties are expected to drive prices higher as demand continues to outpace available supplies.

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

ALERT

The summer onion season has officially ended, with storage onions now driving the market. Supplies remain tight due to strong demand, regional production challenges, and higher freight costs. Availability is gradually improving, though larger sizes continue to be limited.

Commodity/Region	Supply	Price	Quality
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Eastern Oregon/Parma, ID (August - April)	High	\$\$\$	Excellent
San Joaquin Valley (May - August)	Light	\$\$\$	Good
Tri-Cities, Washington (July - April)	High	\$\$\$	Good



Pears

The pear crop is peaking on larger sizes, with 100-count and smaller fruit remaining in limited supply. Similar to apples, foodservice-size pears are expected to remain tight, keeping FOB pricing elevated throughout the season.

Commodity/Region	Supply	Price	Quality
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	Steady	\$\$\$	Good
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Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Commodity Updates



Pineapples

ALERT

El Niño-driven weather has reduced pineapple production, tightening supplies and keeping open-market prices elevated through the end of October. Contract orders are expected to remain covered, and quality remains good. Crownless 8- and 10-count and organic pineapples continue to be the tightest items.

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

ALERT

Old-crop Burbank potatoes are finished, with new-crop production now underway. New-crop sizing remains a challenge, especially on 40–70 count potatoes, and is expected to stay tight throughout the season. Washington quality is excellent, with production peaking on mid sizes, while larger and smaller counts remain limited. Color potatoes are readily available, but sweet potato supplies remain tight until new-crop harvests increase.

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

Eastern squash supplies remain limited but are expected to improve with better weather in Georgia, while North Carolina nears the end of its season. In the West, mainland Mexico production is increasing, providing good yellow squash availability, though zucchini markets may remain firm due to weather-related supply concerns.

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

The domestic stone fruit season is coming to a close, with peaches and nectarines finished and plums expected to wrap up in early November. Domestic kiwi and Asian pears remain in good supply and are excellent options for school program menus.

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

ALERT

Tomato markets remain firm as limited supplies and quality challenges continue to impact availability. Round and Roma tomatoes are especially tight on larger sizes, while snacking tomatoes remain in very short supply, particularly in the East. Mexican production is helping support the market but is not keeping pace with demand.

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

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Weather Updates



CALIFORNIA

High pressure will bring a warming trend through Friday, with daytime temperatures climbing into the upper 70s to mid-90s inland under mostly dry conditions. A low-pressure system moving north of the region on Sunday will return onshore flow, bringing cooler temperatures and a deeper marine layer closer to seasonal averages.



MEXICO

Scattered showers and isolated thunderstorms are expected across Central Mexico's growing regions over the next five days, with most areas receiving 0.05 to 0.30 inches of rainfall, though locally higher amounts are possible with stronger storms. A cold front will bring slightly cooler temperatures later in the week, with daytime highs trending from the low to mid-70s into the upper 50s to mid-70s by the weekend. Overnight lows will generally range from the low to upper 50s, with a few cooler locations dipping into the upper 40s.



FLORIDA

A cold front will move through Florida late this week, bringing scattered showers and thunderstorms along with cooler temperatures into the weekend. Winds may gust up to 15 mph across southeast Florida and the Tampa area through Friday. Highs will reach the mid-80s to near 90 through Friday before cooling to the mid-70s to mid-80s over the weekend, while overnight lows will range from the upper 50s to mid-70s across the state.



ARIZONA

Strong high pressure and a developing upper-level low will bring gusty, potentially damaging winds to the Southwest Thursday through Friday. Wind gusts could reach 45–50 mph in exposed areas of Yuma and the Coachella Valley, creating challenging field conditions. Temperatures will warm into the 80s and low 90s through Friday before only slight chances of showers arrive late Friday into Saturday.

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

Freight Updates



Freight this week sees an increased pressure on transportation as transition to the southern growing regions takes shape. Shipper delays are prevalent as producers in the Salinas area struggle to meet demand.



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

	09/28/26	10/05/26	10/12/26	Change from		
				2 year ago	year ago	week ago
U.S.	6.382	6.199	6.179	↑ 2.548	↑ 2.514	↓ -0.020
East Coast (PADD1)	6.137	5.951	5.908	↑ 2.322	↑ 2.187	↓ -0.043
New England (PADD1A)	6.510	6.476	6.441	↑ 2.675	↑ 2.492	↓ -0.035
Central Atlantic (PADD1B)	6.531	6.485	6.471	↑ 2.610	↑ 2.594	↓ -0.014
Lower Atlantic (PADD1C)	5.953	5.699	5.645	↑ 2.181	↑ 2.006	↓ -0.054
Midwest (PADD2)	6.526	6.286	6.259	↑ 2.608	↑ 2.653	↓ -0.027
Gulf Coast (PADD3)	5.955	5.819	5.809	↑ 2.472	↑ 2.510	↓ -0.010
Rocky Mountain (PADD4)	6.407	6.267	6.302	↑ 2.667	↑ 2.644	↑ 0.035
West Coast (PADD5)	7.357	7.229	7.240	↑ 2.966	↑ 2.776	↑ 0.011
West Coast less California	6.643	6.490	6.503	↑ 2.629	↑ 2.451	↑ 0.013
California	8.181	8.082	8.091	↑ 3.357	↑ 3.151	↑ 0.009

*prices include all taxes

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



Crop Updates



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.



Crop Updates



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.

