

The Source

Commodity of the Month - Avocados

MARKET ALERTS

Asparagus: Mexico's supply is limited but improving with new fields and 600 added hectares in Baja. Sonora quality should improve with cooler temps. Peru's south finishes by weeks 45-46; north ramps up with good quality and rising Miami arrivals.

Strawberries: Market is tight with demand exceeding supply. Expect short fills, cancellations, and delays through month-end. Quality uneven due to rain, causing high culls and low yields.

Broccoli: Supplies are very limited with some moisture-related pin-rot affecting yields. Insect control remains key. Market expected to strengthen next week.

Brussel Sprouts: Remain extremely limited with insect pressure, decay, and small sizing in Salinas Valley and Oxnard.

Cauliflower: Supplies remain limited due to quality and insect pressure, keeping the market elevated through next week.

Lettuce (iceberg): Huron production has started but demand exceeds supply. Value-added items face third-tier price hikes. Light weights, misshapen heads, and puffiness reported; heads weigh 35-38 pounds.

Lettuce Leaf: Romaine, green, and red leaf hit third-tier price hikes on value-added items. Butter lettuce and romaine hearts are scarce. Supply will exceed demand for two weeks. Light weights and tip burn reported; Huron production is moderate to light.

Squash: Squash supplies tight, especially zucchini; yellow squash more available but still limited. Georgia slowed, Mexican zucchini rising. Prices high; markets to stabilize in 7-10 days with Mexican and Florida crops.

Tomatoes: Grape Tomatoes: Florida leads; Baja and Central Mexico supply until December.

Round Tomatoes: Northern harvests ending; Florida steady; Baja and Central Mexico light.

Roma Tomatoes: Tight in the East; Florida new crop in November; Baja and Central Mexico recovering.

OCTOBER 22, 2025

CROP UPDATES

Salinas winds down with quality issues and low yields in lettuce and broccoli. Navel harvest ramps up with good quality and larger sizes; Valencias wrapping up. Strawberries tight until mid-November; berries in transition. Northwest crops strong, but freight remains a challenge. [Read more](#)

WEATHER

California: Weak low brings light showers and cool temps Wednesday; highs 60s-70s, lows 40s-50s. Warmer late week before weekend showers (0.10-0.50").

Mexico: Temps seasonal to slightly above normal through Oct 26. Isolated showers possible. Highs mid-70s to mid-80s; lows low 50s to low 60s.

Florida: Mostly dry through Sunday with a chance of showers late. Highs upper 70s-80s. North FL lows dip to 40s-50s, warming by weekend; central/south stay mid-60s-70s. Gusts 20-30 mph thru Friday.

Arizona: Dry low moves inland Wednesday; no rain. Gusts 20-25 mph SE CA/Yuma, 10-15 mph central AZ. Highs 80s-low 90s; lows drop midweek, warm slightly by Saturday.

FREIGHT

Freight this week sees several challenges. From Non-Domiciled CDL laws affecting driver availability, the Sikh Religious Holiday of Diwali also creating an active freight market. This is in addition to transition into winter growing regions and the near end of the Salinas growing season. Add in some rain and transition is officially upon us. Expect significant loading delays and the need for out of route pickups to fill trucks. This will be the pattern for the next three to four weeks as we approach Yuma. Don't forget that Pro*Fresh does LTL from both Salinas and Los Angeles, as well as cross docking and interstate transfers! So don't miss that Oxnard Berry pickup, send it to us and we can deliver to the region you are loading in! Ask Riddle for more on that.

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Commodity Updates



Apples

October may present some challenges for food service-sized apples. Near-perfect weather throughout September supported continued fruit growth, leading to larger sizing in varieties like Gala and Granny Smith. While sizing could shift with later harvests, current projections suggest that 125s and 138s may be less abundant than typically expected from a crop of this volume.

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



Asparagus

ALERT

Mexico's supply is still limited due to storm damage, but improving as more fields open and Baja adds 600 new hectares. Sonora quality should improve with cooler temps. Peru's south is finishing by weeks 45-46, while northern regions ramp up. Quality is good, sizing small to standard, and Miami arrivals are increasing.

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



Avocados

Markets remain soft with ample fruit still on the trees and demand lower than expected. Both Flora Loca and Aventajada crops are currently being harvested and shipped. Dry matter and oil content are similar across both, averaging in the mid to high 20s.

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



Bell Peppers

Bell pepper supplies are shifting south on both coasts. California's desert season is starting light, while Georgia leads with strong yields and excellent quality. The Carolinas remain steady; New Jersey and the Midwest are wrapping up with mostly offgrades. Florida will begin harvesting within a week, and light crossings through Nogales are expected by mid-November.

Commodity/Region	Supply	Price	Quality
California (May - June)	Light	\$\$\$	Fair
Ohio (Jun - Sept)	Light	\$\$\$	Good
Mexico (Jun - Sept)	Steady	\$\$\$	Excellent

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

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Commodity Updates



Berries (Blackberries)

Supplies remain light but are gradually improving as Mexico exits the monsoon season. California is winding down, while Mexico ramps up, with peak volumes expected by mid to late December.

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



Berries (Blueberries)

Markets remain elevated with Peru dominating and limited Cmex supply. Prices may ease slightly as shipping volumes begin to improve.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Light	\$\$\$	Excellent
Dover, Florida (Year Round)	Light	\$\$\$	Excellent
McAllen, Texas (Year Round)	Light	\$\$\$	Excellent



Berries (Raspberries)

Supplies are still light but gradually improving as Mexico moves out of the monsoon season. With California winding down, Mexico is ramping up, and volumes are expected to peak by mid to late December.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Steady	\$\$\$	Fair
McAllen (October - May)	Steady	\$\$\$	Fair



Berries (Strawberries)

ALERT

The market remains very tight, with demand surpassing supply. Short fills, cancellations, and delays are expected through month-end as shippers focus on fulfilling contracts. Quality is uneven due to rain and humidity, resulting in high cull rates and low yields.

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

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

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Commodity Updates



Broccoli

ALERT

Broccoli supplies remain very limited this week. Some pin-rot is appearing on crowns due to moisture—mostly avoidable but impacting yields. Managing insect pressure remains a top priority. Expect the market to strengthen heading into next week.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Light	\$\$\$	Fair
Santa Maria, California (Year Round)	Light	\$\$\$	Fair
Salinas California (Year Round)	Light	\$\$\$	Fair



Brussel Sprouts

ALERT

Brussels sprout supplies remain extremely limited. Crops in the Salinas Valley and Oxnard are facing insect pressure, some decay, and smaller sizing.

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



Carrots

Harvest is underway in the Cuyama/Lancaster region and will continue through November. Sizing remains consistent with no expected issues. Please place snack pack orders at least 48 hours in advance.

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 supplies remain very limited due to quality issues and increased insect pressure from diamondback moths and aphids, leading to lower yields. Expect the market to stay elevated into next week.

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



Celery

Demand is expected to rise in the coming weeks, but the market remains steady for now. Large sizes continue to have the best availability, with good supplies in both Salinas and Southern California. Seeder issues are still reported but remain minimal. Pricing is expected to stay competitive throughout the week.

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

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

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Commodity Updates



Citrus (Grapefruit)

Marsh Rubies are available, peaking at 48ct, and are shipped from Riverside and the San Joaquin Valley.

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



Citrus (Lemons)

Markets remain strong across all sizes, but some relief may come as District 1 (San Joaquin Region) begins a light start. Current volume is limited due to fruit needing time to color, similar to navels, but should ramp up as cooler nights arrive. District 3 (CA Desert/AZ) is the main growing area now, with volumes expected to decline in the coming weeks. Smaller sizes, 140ct and below, remain extremely limited. Mexico is also active. If you need fruit loading in South Texas, please reach out.

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



Citrus (Limes)

Supplies have rebounded following last week's price spike caused by weather delays in Veracruz. Manifests are peaking on medium to large fruit, with smaller sizes limited as the rain encourages fruit to size up. Some rain-related quality issues, like styler, may be present. Offshore Honduran and Colombian fruit is available in the East.

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



Citrus (Oranges)

Valencias are nearly finished, with domestic CA navels starting very lightly at the end of this week. Markets have improved and should continue to strengthen as more fruit becomes available. Peak sizes are in the 72/88/113ct range. Fruit is currently being gassed for 4-5 days to enhance color development.

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



Cucumber

Cucumber supplies remain steady during regional transitions. Georgia leads with strong quality but slowing production due to cooler temperatures, while North Carolina is nearly finished. In Mexico, Baja volumes are easing, but new crops in Sonora and the South will maintain ample supplies and stable prices in the coming weeks.

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

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

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Commodity Updates



Eggplant

Eggplant supplies are declining in the Midwest and Northeast, while Georgia continues to offer strong volume and quality. Georgia will lead supply for the next few weeks until Mexico ramps up late in the month. Fresno has moderate volume, with Coachella set to start in about two weeks.

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



Garlic

The new California garlic crop is progressing well with good quality, while Mexican supplies continue to complement the harvest.

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



Grapes (Green / Red)

Grapes have struggled to find a market for months, but that's changing—at least for greens. Supplies of green grapes have tightened as recent Central Valley rains prompt many shippers to wrap up their harvests. However, growers harvested aggressively ahead of the weather, leaving plenty of grapes in storage. Red grapes remain plentiful, so any price increases will likely be modest compared to greens.

Grapes (Green)

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

Grapes (Red)

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



Green Onions

Green onion supplies remain limited but are slowly improving. Weather in the Baja region has impacted quality and reduced yields. Expect the market to stay slightly elevated into next week.

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



Kale

Kale supplies and quality remain strong, with similar conditions expected 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

Huron production has begun, but demand continues to exceed supply. Value-added products are experiencing third-tier price escalations, which are expected to persist throughout the week. Suppliers report light weights, misshapen heads, and puffiness. However, Huron is seeing slightly heavier heads, with weights ranging from 35 to 38 pounds.

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



Lettuce Leaf

ALERT

Romaine, green leaf, and red leaf have all reached third-tier escalation on value-added items. Butter lettuce is very limited, and romaine hearts remain scarce. Expect supply to exceed demand for all leaf items for at least the next two weeks. Light weights, fringe, and tip burn have been reported on arrivals. Production in Huron is moderate to light.

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



Lettuce Tender Leaf

Tender leaf supplies are tightening due to lower yields caused by insects and recent hail. Expect limited availability going into next week.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Oxnard, California (Year Round)	Steady	\$\$\$	Good
Yuma, AZ (Nov. - May)	Steady	\$\$\$	Good



Melon (Cantaloupe)

The Westside deal should wrap up this week. Domestic cantaloupes will fully transition to the Brawley/Yuma region next week, following delays caused by heavy rains. Markets remain elevated until supplies improve. Offshore cantaloupes are expected by mid-November. Fields are still producing mainly 9s, and sizing is expected to be a challenge for the rest of the domestic season.

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

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

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Commodity Updates



Melon (Honeydew)

The Westside deal should be completed this week. Domestic honeydews will fully transition to the Brawley/Yuma region next week, delayed by heavy rains in the growing areas. Markets remain elevated due to limited supplies and increased demand, and prices will stay high until the offshore season begins. Mexican honeydews are currently available in Nogales. Fields are still producing mainly sizes 4, 5, and 6.

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



Melon (Watermelon)

Domestic watermelons are nearing the end of the season, with prices starting to rise as supplies decline. Mexican watermelons are available in limited quantities through Texas and Nogales, with last month's rain in Mexico impacting production.

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



Mushroom

Supplies remain very limited, leading to prorated shipments. Seasonal compost changes and spawn issues have reduced yields more than expected, but recovery is expected within two weeks.

Commodity/Region	Supply	Price	Quality
Nationwide	Light	\$\$\$	Good



Onions

Onions are currently available from Idaho, Utah, and Washington, with strong demand across the U.S. We'll be monitoring rain in Idaho for its impact on harvest schedules. Trucking and weather conditions will continue to influence the market for the rest of the year.

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



Pears

Anjou pears have started and are now in good production. Regular storage Bartletts are showing lighter color and shorter shelf life compared to a few weeks ago. Bosc and Red pears remain in good supply.

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

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

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Commodity Updates



Pineapples

Heavy thunderstorms continue to impact growing regions in Costa Rica and are expected through the end of October into early November 2025. Pineapple supplies remain very limited and may stay tight for the rest of the year. Crownless pineapples are in high demand. Expect substitutions, cancellations, and order changes. Mexican pineapples are available in limited quantities, with overall good quality and taste.

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



Potatoes

Harvest is complete, and we are now in storage crop with good supply and steady demand heading into the holiday pull. Burbanks are slowly becoming available, with Norkoths as the main variety. Washington potatoes are producing great quality, peaking on mid sizes, while large and small counts remain tight. Color potatoes are available. Trucking continues to drive the market. New crop sweet potatoes are starting in North Carolina.

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



Squash

ALERT

Squash supplies are tight as demand outpaces production, especially for zucchini, while yellow squash is more available. Georgia's volumes have slowed due to cooler temperatures, but Mexican zucchini is gradually increasing. Yellow squash remains limited, keeping prices high. Markets should stabilize as Mexican and Florida production ramps up over the next 7-10 days.

Commodity/Region	Supply	Price	Quality
Mexico (June - September)	Steady	\$\$\$	Good
Ohio (June - September)	Light	\$\$\$	Good
California (May - October)	Light	\$\$\$	Fair



Stone Fruit

October marks the end of stone fruit season. Peaches and nectarines are finished, while plums are nearly done and expected to finish by month's end. Imported peaches and nectarines will begin arriving on both coasts around mid-December. Pomegranates, persimmons, and Asian pears will be in good supply through October and November. The domestic kiwi market will remain steady but at higher prices.

Commodity/Region	Supply	Price	Quality
San Joaquin Valley (May-October)	Steady	\$\$\$	Good



Tomatoes

ALERT

Grape Tomatoes: Florida leads; Baja and Central Mexico supply until December.
Round Tomatoes: Northern harvests ending; Florida steady; Baja and Central Mexico light.
Roma Tomatoes: Tight in the East; Florida new crop in November; Baja and Central Mexico recovering.

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

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

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Weather Updates



CALIFORNIA

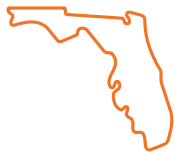
A weak upper low moves through Wednesday, bringing isolated overnight and early morning showers with near or below-average temperatures under mostly cloudy skies. Rain totals will be under a tenth of an inch. Morning lows range from the low 40s to mid-50s, with highs in the low 60s to mid-70s.

High pressure returns late Wednesday, warming temps until another low brings light to moderate showers over the weekend, with rain totals between a tenth and half an inch.



MEXICO

Temperatures are expected to be seasonal to slightly above normal through October 26th, according to the latest model trends. Showers will remain widely isolated over the weekend. Highs will range from the mid-70s to mid-80s, with lows between the low 50s and low 60s through Sunday.



FLORIDA

Mostly dry weather is expected through Sunday, with increasing moisture and a chance of isolated showers on Sunday. Daytime temperatures will be seasonal, with morning lows ranging from seasonal to slightly below normal.

Across the Florida peninsula, highs will range from the upper 70s to upper 80s through the weekend. Northern Florida lows will be in the mid-50s on Wednesday, dropping to the mid-40s to mid-50s Thursday through Friday, then rising to the low 50s to near 60 over the weekend. Central and southern Florida lows will stay in the mid-60s to mid-70s through Sunday morning. Winds will gust between 20 and 30 mph through Friday.



ARIZONA

A dry cut-off low west of San Diego will move inland over the low deserts Wednesday. No valley rainfall is expected, but westerly surface winds will strengthen to gusts of 20-25 mph over southeast California and Yuma County, with 10-15 mph winds over central Arizona. Highs will cool to the 80s–low 90s Wednesday and Thursday, then warm slightly into the weekend. Morning lows will drop from the low to mid-60s Wednesday to the mid-50s–low 60s Thursday, warming a few degrees by Saturday.

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



Freight Updates

Freight this week sees several challenges. From Non-Domiciled CDL laws affecting driver availability, the Sikh Religious Holiday of Diwali also creating an active freight market. This is in addition to transition into winter growing regions and the near end of the Salinas growing season. Add in some rain and transition is officially upon us. Expect significant loading delays and the need for out of route pickups to fill trucks. This will be the pattern for the next three to four weeks as we approach Yuma. Don't forget that Pro*Fresh does LTL from both Salinas and Los Angeles, as well as cross docking and interstate transfers! So don't miss that Oxnard Berry pickup, send it to us and we can deliver to the region you are loading in! Ask Riddle for more on that.



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

[full history](#) [XLS](#)

	10/06/25	10/13/25	10/20/25	Change from	
				week ago	year ago
U.S.	3.711	3.665	3.620	↓ -0.045	↑ 0.067
East Coast (PADD1)	3.735	3.721	3.675	↓ -0.046	↑ 0.085
New England (PADD1A)	3.958	3.949	3.943	↓ -0.006	↑ 0.183
Central Atlantic (PADD1B)	3.886	3.877	3.878	↑ 0.001	↑ 0.062
Lower Atlantic (PADD1C)	3.656	3.639	3.578	↓ -0.061	↑ 0.089
Midwest (PADD2)	3.670	3.606	3.564	↓ -0.042	↑ 0.021
Gulf Coast (PADD3)	3.364	3.299	3.256	↓ -0.043	↑ 0.057
Rocky Mountain (PADD4)	3.671	3.658	3.585	↓ -0.073	↓ -0.051
West Coast (PADD5)	4.499	4.464	4.421	↓ -0.043	↑ 0.211
West Coast less California	4.090	4.052	4.008	↓ -0.044	↑ 0.223
California	4.971	4.940	4.898	↓ -0.042	↑ 0.200

*prices include all taxes

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



Crop Updates

Cooler Days Ahead, Navels Step In

We're down to the final few weeks of the Salinas season, and the challenges in the field haven't let up. After multiple rain events earlier this month and a stretch of warm, humid weather, growers are still managing quality issues across key row crops like iceberg, romaine, and broccoli. The forecast has stabilized a bit, but disease pressure remains high and yields continue to slip. Crews are trimming aggressively to keep cartons clean, which is keeping supply tight and case weights low. Value-added packs are still seeing early breakdown and discoloration.

The citrus front is transitioning fast. The first California navels are officially in, with harvest ramping up this week in the Central Valley. Quality looks strong and fruit is coloring up naturally with the cooler overnight lows, reducing the need for gassing. We're seeing a size profile peaking on 72s and 88s — larger than last year's crop — which bodes well for retail programs heading into November. Valencia's are wrapping up and should be mostly cleaned up within the next 7 to 10 days. Meanwhile, District 3 lemons are hitting their stride, with more consistent volume and improved quality compared to the last few weeks.

Strawberries are still feeling the aftershocks of early October rain. Quality remains mixed, with high cull rates in Santa Maria and Oxnard. Supply is limited, open market fruit is scarce, and we expect that situation to stay tight until Mexico begins crossing product in mid-November. Blueberries, raspberries, and blackberries are also in various stages of seasonal transitions, with Mexico slowly ramping up. Markets remain firm across all berry commodities.

And while fall crops are peaking in the Northwest, logistics remains the largest challenge. Potato, onion, and apple supplies are promotable, but with Q4 freight rates ticking up, especially out of Idaho and Washington, it's becoming harder to find capacity that aligns with current FOBs. We're hearing consistently that limited carrier availability is tightening the window on when product can be effectively moved and increasing the overall landed cost.

This time of the year always demands a little more patience, flexibility, and planning. Keep your turns tight, lean on us for real-time updates, and stay proactive as we inch closer through transition.



JOEY PIEDIMONTE
SOURCING MANAGER