

The Source

Commodity of the Month - Apples

MARKET ALERTS

Asparagus: Asparagus supplies remain tight, with improving Mexican volume but ongoing weather and production challenges.

Broccoli: Broccoli supplies remain tight due to Diamondback Moth pressure, with firm pricing expected.

Cauliflower: Cauliflower supplies remain tight due to lower yields and disease pressure, keeping the market firm.

Citrus (Limes): Mexico lime supplies remain tight, with limited larger sizes and firm pricing expected.

Citrus (Oranges): Valencia oranges are heavy to larger sizes, with smaller fruit limited. Flexibility on sizing is needed.

Green Onion: Baja supplies remain tight due to heat and lower yields, with improvement expected in late October.

Lettuce (Iceberg): Lower yields and INSV continue to keep supplies tight and the market firm.

Lettuce Leaf: Leaf quality has improved, with better availability and a steady romaine market.

Onions: Storage onions are now in season, with tight supplies and limited larger sizes.

Pineapple: Pineapple supplies are tightening, while crownless and organic fruit remain limited.

Potatoes: Old-crop Burbanks are finished. New-crop potatoes face sizing challenges, while sweet potato supplies remain limited.

Squash: Squash supplies remain tight, with yellow squash especially limited. Zucchini availability has improved slightly, but quality is mixed.

SEPTEMBER 30, 2026

CROP UPDATES

Disease, insects, and weather challenges are accelerating the seasonal transition. Salinas crops are winding down earlier, tightening supplies and reducing yields, while Huron offers short-term relief in mid-October. Mexico is also facing delays from Hurricane Polo, impacting crops like asparagus and green onions. With a shorter transition window ahead, supply challenges may continue into the desert season.

[Read more](#)

WEATHER

California: High pressure will bring warm, dry conditions with above-average temperatures through the weekend..

Florida: Warm temperatures with scattered storms continue through the weekend, with gusty winds possible.

Mexico: Showers and thunderstorms are expected midweek, with cooler and drier conditions returning by the weekend.

Arizona: Dry, warming conditions continue, with desert highs reaching 100–103°F by the weekend.

FREIGHT

Freight this week continues to see demand for capacity in the Pacific Northwest as Apple suppliers ramp up harvest. Along the west coast we are starting to see regional growing deals pop up creating demand for out of route pickups.

PRO*FRESH
LOGISTICS

IN PEAK SEASON

- Carrots
- Grapes
- Stone Fruit

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Commodity Updates



Apples

The new-crop apple parade is officially underway—though nobody has managed to find a marching band yet. Galas and Honeycrisp are leading the way, with Granny Smith and Golds following close behind. Reds and Fujis are waiting in the wings, while Pink Ladies are, true to form, taking their sweet time.

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



Asparagus

ALERT

Mexican asparagus supplies remain limited, though improving availability is helping ease prices. Hurricane Polo could bring heavy rain and flooding to Constitución, creating potential harvest and transportation challenges. Northern Baja is winding down, Sonoyta continues to face low yields and quality issues, and Hermosillo is gradually increasing production. In Peru, warmer temperatures are impacting northern growing regions with lower yields and quality, while southern Peru continues to produce the best-quality asparagus. Overall supplies remain tight, but steady air shipments are helping support U.S. availability.

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, while the new Adventajada crop is just beginning with light volumes. Current peak sizing is 60-count, followed by 48-count.

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



Bell Peppers

Green bell pepper supplies are adequate in the East, with Michigan, New York, and New Jersey expected to remain active through early to mid-October. Quality is mixed but improving, particularly in New Jersey. Western supplies remain steady, though California weather may impact quality in the coming weeks.

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

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

Supply Partners



Commodity Updates



Berries (Blackberries)

We are seeing slightly improved coverage from most shippers on this item, with a slow but steady increase in supply expected from Central Mexico and Baja over the next few weeks.

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



Berries (Blueberries)

Conventional supplies from Central Mexico and Peru remain steady. Organic availability is still very limited, with demand continuing to exceed supply.

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



Berries (Raspberries)

Supplies crossing into the U.S. from Mexico continue to improve, helping stabilize the market and increase availability.

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



Berries (Strawberries)

The Salinas and Watsonville seasons are expected to wrap up within the next two weeks, while Santa Maria and Oxnard continue to ramp up production. Central Mexico and Baja are gaining momentum, and most Texas shippers expect to have a full mixed berry lineup available within the next two weeks.

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

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

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Commodity Updates



Broccoli

ALERT

Broccoli supplies remain very tight as Diamondback Moth pressure continues to impact younger fields, reducing yields and limiting production. With these supply challenges expected to persist, the market is projected to strengthen and prices are likely to trend higher into next week. Six-week averages have been taken into consideration.

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 tight as ongoing insect pressure continues to reduce yields and limit availability. With demand increasing, market conditions are expected to strengthen, resulting in a modest increase in pricing in the near term.

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



Carrots

Production has transitioned to the Cuyama/Lancaster region through October, with strong availability and good quality. Grimmway has also begun shipping from its new Minnesota facility, which is expected to run through late November or early December. Select SKUs will ship exclusively from this location, with pricing remaining 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

ALERT

Cauliflower supplies remain very tight as production for most suppliers have gapped. Heavy Diamondback Moth pressure, especially in South County and Santa Maria, continues to severely impact yields. Warm weather is adding to field challenges, with little improvement expected. Some suppliers may need to source outside product to fill orders. Expect limited supplies and a difficult market to continue.

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



Celery

The market is steady to start the week and is expected to remain stable. Santa Maria, Oxnard, and Salinas are all providing a full range of sizes with above-average quality. Demand from schools has been relatively light, creating promotional opportunities as shippers continue to offer flexible pricing.

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 are available, peaking at 48ct, with shipments coming from Riverside and the 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. Offshore fruit is available on both coasts. District 2 (Ventura County/Oxnard) is winding down as production transitions to District 3 (California Desert/Arizona), which is continuing to ramp up.

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



Citrus (Limes)

ALERT

Mexico lime supplies are tightening as production transitions to new growing regions, with hot weather expected to limit volume through October. Prices are expected to remain firm, while larger sizes will be limited. The crop is peaking on 200-, 230-, and 250-count fruit, with new-region harvests currently sizing 175-, 200-, and 230-count.

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



Citrus (Oranges)

ALERT

The California Valencia crop is peaking on larger sizes (56s and 72s), with very limited availability of smaller fruit (113s and 138s). Suppliers are managing contract averages, so flexibility on size and grade will be essential, with substitutions to larger sizes likely. Schools and DOD programs are encouraged to accept 72s or 88s as the domestic Navel season approaches.

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



Cucumber

The cucumber market remains steady. Eastern growers continue to see stable supplies, supported by good quality and consistent demand. In the West, availability has improved, with shippers offering promotional opportunities on supers and plains.

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

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

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Commodity Updates



Eggplant

Central Valley volume remains steady, while local programs in Tennessee, North Carolina, and Michigan are limited this week. Overall quality continues to be good.

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



Garlic

We are currently shipping the 2026 California crop, with production expected to continue through late September. Quality remains strong, and supplies are 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

The green grape market has strengthened by about \$2 from last week, with prices expected to continue rising through October as some shippers wrap up their harvest. Sweet Globes and Autumn Kings will carry the market until imported fruit begins arriving in November. Red grapes remain mostly steady, though some shippers have increased pricing on older varieties as supplies tighten.

Grapes (Green)

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

Grapes (Red)

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



Green Onions

ALERT

Baja production remains extremely limited due to continued heat, lower yields, and smaller sizing. Tight supplies are keeping the market firm, while water availability and potential monsoonal weather remain concerns. Improved supplies are expected as fall production ramps up in mid- to late October.

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



Kale

Kale supplies and quality remain strong, with stable growing conditions expected to support consistent availability 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

Lower yields in both the Salinas Valley and Santa Maria continue to keep supplies tight and the market active. INSV remains a significant challenge, limiting availability and adding pressure on shippers to fill orders. Quality concerns, including outer-leaf discoloration, misshapen heads, and insect damage, persist, with carton weights ranging from 37–44 lbs. Market conditions are expected to remain firm as reduced yields 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

Light disease pressure continues on romaine, while conditions for green and red leaf have improved in both the Salinas Valley and Southern California. Although supplies remain below budget, lighter demand is creating better availability, with romaine hearts moderately available. The market is expected to remain steady in the mid-to-high teens.

Commodity/Region Supply Price Quality

Salinas, California (May - October)	Steady	\$\$\$	Fair
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Lettuce Tender Leaf

Some spring mix varieties have experienced occasional shelf-life issues in recent days, though overall quality remains good. Warmer weather this week may create additional challenges as growth rates fluctuate, so monitoring shelf life closely is recommended.

Commodity/Region Supply Price Quality

Mexico (Year Round)	Steady	\$\$\$	Good
Oxnard, California (Year Round)	Steady	\$\$\$	Good
Salinas, California (May - October)	Steady	\$\$\$	Fair



Melon (Cantaloupe)

Domestic cantaloupes continue to ship from Central California as the Westside season nears its end. The crop is peaking on 9-count fruit, with cooler weather and lower yields driving prices higher. Production will transition to Yuma in October, followed by offshore supplies in late November.

Commodity/Region Supply Price Quality

Central America (December - May)	Steady	\$\$\$	Good
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Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Commodity Updates



Melon (Honeydew)

Domestic honeydews continue to ship from Central California as the Westside season winds down. The crop is peaking on 5-count fruit, with cooler weather and lower yields pushing prices higher. Nogales supplies are expected later this month, followed by the transition to Yuma in October and offshore production in late November.

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

Watermelon supply and demand are both declining as cooler weather settles into key growing regions. Limited volumes from Nogales are beginning to cross, with improved availability expected in October.

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

Due to new government duties, prices are expected to increase 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, early regional season endings, and freight costs. Larger-size onions continue to be the most challenging to source as suppliers build inventory.

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



Pears

Washington Bartlett pears continue to peak on larger sizes, with 110s and smaller representing only a limited portion of packouts. New-crop Anjous are just beginning to ship in light volume. Overall, the pear market remains steady, with some California Bartletts still available from Central Valley growers.

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

Supply Partners



Commodity Updates



Pineapples

ALERT

Pineapple supplies are expected to tighten over the next 4–6 weeks due to weather-related production delays, though contract orders should remain unaffected and quality is expected to stay good. Availability of 6- and 7-count crowned fruit is improving, while 8-count crowned remains steady. Crownless and organic pineapples continue to be limited.

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



Potatoes

ALERT

Old-crop Burbank potatoes have officially finished for the season. New-crop potatoes are facing sizing challenges, especially on 40- to 70-counts, with this trend expected to continue. Washington potatoes offer excellent quality and are peaking on mid sizes, while larger and smaller counts remain tight. Color potatoes are available, but sweet potato supplies remain limited until new crop production increases, with Mississippi off to a slow start.

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



Squash

ALERT

East Coast squash supplies remain tight, with light volumes from North Carolina and New Jersey while Georgia continues to build. Florida is expected to start in mid- to late October. On the West Coast, yellow squash remains extremely limited, while zucchini has slightly better availability. Quality is mixed, particularly on yellow squash due to weather-related issues.

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



Stone Fruit

The peach season is expected to wrap up within the next week, while yellow nectarines, white peaches, and white nectarines have finished. Small black plums remain plentiful and attractively priced, while red plums are limited and primarily available in larger sizes. Kiwi supplies are gradually improving as California production ramps up alongside remaining imports.

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



Tomatoes

Round tomato supplies are improving slightly in the East as Virginia ramps up, while Tennessee winds down. Roma supplies remain tight, with California providing steady volume and good quality as Mexico sees reduced production. Grape tomato supplies are also tightening, with lighter Eastern production and limited Mexican volume until Florida begins shipping in mid-October.

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

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

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Weather Updates



CALIFORNIA

High pressure will continue to bring near- to slightly above-average temperatures through the weekend. Morning lows will range from the mid-40s to mid-50s, while daytime highs will reach the low 70s to low 80s along the coast, the low to mid-90s in the coastal valleys, and the mid-90s to 103°F south of Soledad.



MEXICO

Isolated showers and thunderstorms are expected Wednesday, followed by more widespread activity Thursday through Friday with the potential for heavy rainfall. Some areas could receive 1–2 inches of rain. Shower activity is expected to decrease over the weekend, with slightly cooler temperatures continuing. Highs will range from the low 70s to near 80°F, with overnight lows in the low 50s to low 60s through Sunday.



FLORIDA

Warmer temperatures will continue through the weekend, with isolated to scattered showers and thunderstorms each day. Highs will reach the upper 80s to low 90s, while overnight lows will range from the mid-60s to upper 70s. Winds may gust up to 20 mph through Friday across much of Southeast Florida and the Tampa Bay area.



ARIZONA

A strengthening upper-level ridge will bring dry conditions and a steady warming trend through the weekend. Highs will climb to 100–103°F across the western deserts by Friday through Sunday, while south-central Arizona warms into the low 90s. Overnight lows will gradually rise into the upper 60s to upper 70s. Winds will remain light through Thursday, with easterly gusts of 15–20 mph expected across Yuma County on Friday.

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

Freight Updates



Freight this week continues to see demand for capacity in the Pacific Northwest as Apple suppliers ramp up harvest. Along the west coast we are starting to see regional growing deals pop up creating demand for out of route pickups.



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

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

	09/14/26	09/21/26	09/28/26	Change from 2 year ago	year ago	week ago
U.S.	6.285	6.529	6.382	↑ 2.838	↑ 2.628	↓ -0.147
East Coast (PADD1)	6.158	6.268	6.137	↑ 2.566	↑ 2.387	↓ -0.131
New England (PADD1A)	6.202	6.517	6.510	↑ 2.722	↑ 2.548	↓ -0.007
Central Atlantic (PADD1B)	6.312	6.546	6.531	↑ 2.729	↑ 2.629	↓ -0.015
Lower Atlantic (PADD1C)	6.096	6.139	5.953	↑ 2.490	↑ 2.280	↓ -0.186
Midwest (PADD2)	6.250	6.680	6.526	↑ 3.006	↑ 2.795	↓ -0.154
Gulf Coast (PADD3)	6.027	6.177	5.955	↑ 2.743	↑ 2.542	↓ -0.222
Rocky Mountain (PADD4)	6.066	6.340	6.407	↑ 2.795	↑ 2.675	↑ 0.067
West Coast (PADD5)	7.250	7.456	7.357	↑ 3.131	↑ 2.825	↓ -0.099
West Coast less California	6.566	6.791	6.643	↑ 2.846	↑ 2.500	↓ -0.148
California	8.039	8.246	8.181	↑ 3.462	↑ 3.200	↓ -0.065

*prices include all taxes

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



Crop Updates



Running Out of Runway

For the last few weeks, we've been talking about disease, insects and lower usable yields in Salinas. Now we're getting to the point where those issues are starting to shorten the season itself.

Some lettuce fields are being harvested earlier than growers would normally like because waiting longer means risking even more loss to disease and quality issues. That gets product out of the field, but it also means lighter heads, lower case weights and less usable volume from the same acreage. Iceberg is still leading the move, with romaine following behind. Broccoli and cauliflower also remain high on the watch list as insect pressure continues to take a bite out of yields.

The good news is Huron should start helping around the middle of October, giving us another source of lettuce and leaf as Salinas begins to wind down. It's a short window, but it should give the industry a little breathing room before the full desert transition.

And Salinas isn't the only place running up against the clock. Hurricane Polo brought heavy rain and wind into parts of Baja California and Sonora, slowing harvests and creating another challenge for Mexico's fall production. Asparagus has been one of the crops feeling the impact, with wet weather making harvest more difficult and adding another wrinkle to an already tight transition.



Crop Updates



Green onions may be an even better example. Production around Mexicali has already been dealing with heat, lower yields and tighter supplies, and now heavy rain is making things even tougher. When those fields get too wet, crews simply can't get in and harvest, which can quickly turn a manageable situation into a supply problem.

The bigger concern is that we're still early in the seasonal move south on a lot of Mexico-grown warm-season crops. Another storm following Polo only adds to the challenge. Prolonged rain this early in the transition can slow harvests today and create quality or supply issues that show up weeks later. For now, there's still time for these crops to recover, but the calendar doesn't stop. Between an early Salinas finish, a short Huron window and wet weather slowing Mexico, we're starting to run out of runway before we transition to the desert this November.

