



# Market ALERT

**WEEK 38: September 15-21, 2025**

## berries



**Blueberries:** Supply is tightening as domestic volumes decline. Imports are light. Availability will be low until mid-October.

## broccoli



Supplies are expected to remain limited over the next few weeks. Most volume is shipping from Salinas and Santa Maria, with only fair quality. Limited product available from Mexico. A key issue is the Diamondback Moth, especially in Santa Maria and areas south of Salinas. While the adult moth causes no harm, its larvae damage crops by burrowing into plant crowns. These larvae are difficult to detect and remove, even after processing, leading to quality concerns and reduced yields. No effective insecticides are currently approved, and cold weather is the only natural deterrent. Until then, supply challenges will persist.

## brussels sprouts



Supplies are light from Salinas and Mexico with fair quality, and limited availability is driving up demand and prices. Expect strong markets and tight supplies to continue in the coming weeks.

## cabbages



**RADAR** Supplies are down, with lower yields and fair quality from California. Diamondback moth pressure is affecting crops in areas south of Salinas. If pest issues persist, markets may strengthen further. Light supplies are expected.

## citrus



**Lemons:** District 2 harvest continues, peaking on

140s and 115s. Smaller sizes are tight and may remain limited through October. District 3 is expected to start in early October.

**Oranges:** Valencias are peaking on 88s. Smaller sizes are very limited due to strong school demand. Sizing up may be necessary.

## lettuce



**Romaine:** Supplies remain limited from Salinas and Santa Maria. Demand has eased slightly, but quality is only fair due to light insect pressure and early signs of INSV virus. Lighter carton weights and smaller heads are expected. Markets are likely to remain strong in the near term.

## onions greens



**RADAR** Supplies are lighter this week, with reduced volume from Mexico. Quality is fair, impacted by previous heat stress. Expect continued light supplies and rising market prices.

## peppers chili



Eastern supply is scattered but sufficient, with stronger volumes from Michigan, North Carolina, and New Jersey. Western regions continue harvesting in California, Baja, and Central Mexico. Serrano, Anaheim, and habanero remain limited. Tomatillo quality is improving as new fields begin.

## pineapples



The market remains tight with limited supply across all sizes and crownless fruit, keeping prices near record highs. Quality has slightly improved. Imports should improve by mid-October, with larger fruit expected through November. As larger sizes increase, 7ct and 8ct may tighten.