



Market ALERT

WEEK 1: December 29 - January 4, 2026

berries



Blackberries: Supplies remain low as cool, wet weather has significantly slowed production compared to recent weeks. Once conditions improve, volumes are expected to rebound quickly and return to strong levels. Quality issues persist, with soft fruit and occasional over-ripeness still appearing.

Blueberries: Entering the lowest point of the import season, a period expected to last a couple of weeks. Peru volumes are declining as the first arrivals from Chile are still pending. Increasing volumes out of Mexico should help offset supply challenges.

broccoli



Broccoli: Supplies are light as growers face pin rot and quality issues caused by heavy fall rains in Yuma. Demand has increased, and product is now shipping from the region. Supplies are expected to remain limited in the coming weeks, with quality described as fair at best. More rain is expected, and market pricing has moved higher.

Broccolini: Supplies remain light as demand continues to rise. Growers are now shipping from Yuma, and the market has responded to current challenges with higher pricing. Strong demand is expected to continue alongside these increases.

brussels sprouts



EXTREME Supplies remain extremely short, with overall quality holding at fair levels. Availability is expected to stay very limited in the coming weeks as Mexico's production continues to lag. Ongoing quality challenges are adding further pressure to supply. Looking ahead, only gradual improvement is anticipated, and volumes will likely remain

below normal until the full transition to the new growing region is complete.

celery



EXTREME Supplies will remain very light as demand continues to climb. Additional regions are expected to come online soon, but market pricing is likely to stay elevated until supplies improve out of Yuma.

herbs



Cilantro: Supplies are light, and quality is good. Demand remains strong, with product now shipping from Oxnard and Mexico. Market pricing has increased due to growing transitions and heightened demand. Expect light supplies and elevated pricing over the next few weeks.

lettuce



Romaine: Supplies are lighter as demand continues to rise. Growers are now shipping from Yuma, with quality and weights expected to improve. Market pricing is expected to remain elevated heading into next week. Rain is also in the forecast for Yuma.

mushrooms



Supplies are very limited, and demand has increased this month. Overall quality is fair, and growers are dealing with a gnat infestation. Insecticides that previously controlled these pests are now less effective or no longer approved, as gnats have developed resistance. The issue is expected to persist for several weeks, though colder weather should help reduce populations. Growers anticipate supply challenges lasting through December.



Market ALERT

onions green



EXTREME Supplies will remain very limited this week as growers report reduced availability under current market conditions. This trend is expected to continue for the next few weeks. Market pricing will stay elevated as demand increases, while quality is only fair. Supplies are likely to remain tight with high pricing until conditions improve.

peppers bell



Central Mexico's supply is tight due to cloud cover delaying color development and causing some green cast, but quality remains acceptable. Availability is expected to improve within 7–14 days as Sinaloa shade house production increases and conditions stabilize.

peppers chili



Supplies are mixed as Eastern production winds down and Mexico transitions between growing regions, resulting in light availability for some items and mixed quality, particularly late-season Baja product. Conditions are expected to gradually improve over the next two weeks as Sinaloa volumes increase, warmer weather supports new crops, and overall supply and quality strengthen.

pineapples



RADAR Markets are expected to tighten as growers voice concerns about Q1 2026 supply. Demand remains elevated, and available volumes may fluctuate by region. Import arrivals are consistent, but sizing will vary. Expect firmer markets and the potential for upward pricing pressure.



If you have any specific questions or concerns on any commodities not mentioned in this report, please feel free to reach out to jhoppe@nproduce.com and we will be happy to give you those current market conditions. Also look for our Spanish version that will be released on Monday. Have a great week!

Your Dedicated NPC Powered by Foodbuy Staff