



Market ALERT

WEEK 2: January 5-11, 2026

berries



Strawberries: **RADAR** Quality is generally fair, with occasional concerns like pin rot and green shoulders. Mexico reports strong overall quality with good color, size, and shape, and volumes remain solid. Florida continues to produce high-quality fruit across all stages—green fruit, bloom, and mature fruit—ensuring a consistent supply. Product is currently loading out of Texas and Florida, with growers exporting berries from Mexico to California to meet demand.

broccoli



Broccoli: Supplies remain limited as growers continue to face pin rot and other quality challenges tied to heavy fall rains in Yuma. Demand has strengthened, and product is now shipping from the region. Supplies are expected to stay tight, with overall quality reported as fair at best. Additional rain is in the forecast, which may further affect conditions. Market pricing has increased compared to the previous period.

Broccolini: Supplies remain very limited as demand continues to increase. Growers are now shipping from Yuma. Given the current challenges, the market has reacted, and pricing has moved higher. With stronger demand expected to continue, firm market conditions are anticipated in the near term.

brussels sprouts



EXTREME Supplies will continue to be extremely limited, with quality reported as only fair. Availability is expected to remain very tight over the coming weeks, as Mexico's regions are running behind on production this season. Ongoing quality challenges are adding further

celery



EXTREME Supplies will remain very light as demand continues to increase. Additional growing regions are expected to come online soon, which should help ease pressure on availability. Market pricing is expected to stay elevated in the near term, with some improvement anticipated once supplies increase out of Yuma.

herbs



Cilantro: Supplies remain light, with quality reported as fair. Demand continues to be strong, and product is now shipping from Oxnard and Mexico. Market pricing has increased due to regional transitions and heightened demand. Expect limited supplies and elevated pricing in the coming weeks.

mushrooms



Supplies are very limited, and demand has increased. Overall quality is reported as fair, as growers are dealing with a gnat infestation at the farm level. In the past, insecticides helped manage these pests, but many are no longer approved or have lost effectiveness, or the gnats have developed resistance. As colder weather sets in and we see several consecutive cold days, the gnat population should begin to decline. However, this issue is expected to persist for a few more weeks.



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onions green



EXTREME Supplies will remain very limited, with quality reported as fair. Growers are seeing reduced availability due to current market conditions, and this trend is expected to continue in the coming weeks. Market pricing will stay elevated as demand continues to strengthen. Expect tight supplies and firm pricing in the near term.

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.

peppers chili



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



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!

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