

# Market OUTLOOK

Week 6: Feb 2– Feb 8, 2026



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Market ALERT

Apples  
Beans  
Berries  
Broccoli  
Brussels Sprouts  
Carrots  
Cauliflower  
Celery  
Cilantro  
Citrus  
Green Onions  
Lettuce  
Onions  
Tomatoes

## transportation

Nat'l Diesel Avg: \$3.624↑

Last Year: \$3.659↑

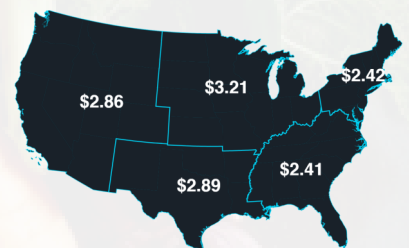
Nat'l Fuel Surcharge: \$0.43

**Shortages:** Rates are flat with the exception of isolated weather

- extreme - AZ & TX
- slight - AZ, CA, & FL

### National Posted Rate per mile

previous week's average outbound reefer rate for each region  
Map from [DAT](#)



## weather OUTLOOK

**Oxnard, CA:** Cloudy and sunny skies throughout the week with highs in the 70s and 80s and lows in the 50s and 60s.

**Salinas, CA:** Partly cloudy with sunny skies with highs in the 60s and 70s and lows in the 40s and 50s.

**Yuma, AZ:** Partly cloudy and sunny skies with highs in the 70s and 80s and lows in the 50s.

**Immokalee, FL:** Mostly sunny skies with highs in the 60s and 70s and lows in the 30s and 40s.

**Idaho Falls, ID:** Cloudy and sunny skies throughout the week with highs in the 40s and lows in the 20s.



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# Market UPDATE

## apples



**ALERT** Prolonged heat in September required heavy irrigation to protect tree health and maintain fruit quality, but this also drove fruit sizes larger across the industry. Washington's Gala crop is more than 4 million boxes below last year, and current sizing is peaking on medium to large with very limited availability of 125/138 counts. Markets are expected to become firmer, and shifting to other red varieties such as Fuji or Pink Lady is strongly recommended where possible. Granny Smith sizes are also running large, with 125/138 counts virtually unavailable and no comparable green variety to substitute; the variety is projected to remain at premium market costs, and customers are encouraged to plan for alternative fruits where small-size requirements cannot be met.

## asparagus



Supplies remain steady, supported by consistent Mexican production, while Peruvian volume continues its normal seasonal decline. Markets are stable with manageable demand, and quality remains strong with good color and tip integrity. Over the next one to two weeks, supplies should stay adequate, though any cooling in northern Mexico could temporarily tighten availability. Overall, pricing is expected to remain smooth with only modest upward pressure.

## avocados



Markets remain stable at moderate price levels, supported by ample fruit on the trees and a favorable size curve dominated by 48s and 60s. Harvest flow from Mexico is lighter during this holiday-adjacent week but still sufficient to prevent major tightening. Quality is solid with good dry matter and oil levels, ensuring reliable ripening. Looking ahead, steady Mexican

production and supportive volume from alternate regions should keep the market balanced, with only slight firming possible if demand increases.

## bananas



Supplies are steady with reliable shipping and balanced markets. Demand and pricing remain stable, with no disruptions expected. Quality is good overall, but watch for cosmetic issues like scarring and blemishes in coming weeks due to longer transit and variable weather.

## beans



**Green Beans:** **ALERT** The market is experiencing significant instability due to freeze risks in the Southeast. Crop protection efforts and harvesting interruptions have triggered immediate prorates and sharply restricted supply. Pricing has escalated into the upper range, with a replacement gap expected until weekend arrivals and early-week post-freeze assessments provide clarity on actual crop loss. Quality will be variable, and elevated prices are likely to persist into next week as fields reopen and growers evaluate damage. Substitution pressure will remain high, and the broader market is expected to stay tight for 1–2 weeks before conditions normalize.

## berries



**Blackberries:** Production continues in Central Mexico with good availability and overall good quality. Some softness and red-cell color reversion are occurring due to recent heat, rain, and humidity in the growing regions.

**Blueberries:** **ALERT** Production continues in Central Mexico, but supplies are tight as volumes move past their seasonal peak. Quality and sizing are good, and demand outpaces supply. Central Mexico fruit is performing noticeably better than offshore product in the market.





# Market UPDATE

## berries cont...



**Raspberries:** **ALERT** Production continues in Mexico, but supplies have tightened as crops decline from seasonal peak levels. Overall quality is good, though some soft or overripe fruit is occurring due to recent heat, rain, and humidity in the growing regions.

**Strawberries:** Oxnard and Santa Maria summer-planted fall crops are winding down as fall-planted spring crops come online, keeping winter supplies steady with good quality. Warm, dry weather should help boost volume. Baja Mexico—both conventional and organic—is ramping up, with weekly increases expected. Central Mexico remains steady but is trending down from recent peaks, still with good quality. Florida production is roughly 50% lower due to cool weather and frost protection, with reduced volumes likely for a couple more weeks before improving.

## broccoli



**Broccoli:** **ALERT** Supplies will remain very light as growers continue to face field-level quality issues, including brown bead and pin rot tied to earlier fall rains in Yuma. Demand has increased, and limited availability is expected again next week. Quality is only fair with reduced yields, though the dry forecast should support gradual improvement in both quality and supply.

**Broccolini:** **ALERT** Supplies are light, and demand has increased, keeping pricing high as lower yields push markets upward. Elevated prices are expected to continue over the next few weeks.

## brussels sprouts



**EXTREME** Supplies remain extremely limited, and quality is only fair. Availability should improve gradually over the next few weeks, though

Mexico's production is running behind schedule. Ongoing quality challenges continue to pressure supply, and recovery is expected to be slow. Volumes will likely stay below normal for another two weeks until the transition to the Mexico growing region is fully underway.

## cabbages



Supplies continue to improve with better yields and quality. Demand has decreased, and market pricing has improved. Quality is good, and supplies should continue strengthening over the next few weeks.

## carrots



**ALERT** The U.S. market remains tight as heavy rain and cold temperatures in California—especially around Bakersfield—continue to disrupt harvests and reduce yields. Recent storms have caused additional delays, higher crop loss, and ongoing prorations. California is currently out of larger-size carrots (Tables, Clips, and Jumbos), with an anticipated 3–4 week gap before availability returns. Supply pressure will likely continue through the end of the Bakersfield season as the industry production shifts to the Imperial Valley in mid-February, where early conditions look favorable but not without risk. Limited volume from the Southeast offers some support but cannot fully offset California's shortfall.

## cauliflower



**ALERT** Supplies remain very light, and demand has increased. Limited availability is expected to persist over the next few weeks. Quality is only fair, with some yellowing and mildew present. Markets are highly active, and elevated pricing is likely to continue for several weeks.





# Market UPDATE

## celery



**ALERT** Supplies remain light, and demand has been increasing in recent weeks. The Yuma region is providing some improved availability. Pricing is expected to stay elevated for the next few weeks, with gradual relief as supplies continue to ramp up.

## citrus



**Limes:** Markets remain firm as cooler weather in key Mexican growing regions continues to tighten supply and slow size development. Demand is strong, especially for larger fruit, which remains limited. Colombian imports provide modest support but do not ease tightness on bigger sizes. Quality is fair to good, with occasional scarring and lighter color. Expect limited availability on larger sizes for the next 2–3 weeks.

**Lemons:** The market is stable but sensitive, with Mexico providing workable volumes and Colombia adding steady mid-range sizes. Quality is strong overall, though recent humidity has caused some skin-condition variability in Mexican fruit. Sizing is leaning toward 200s and 230s, with limited larger fruit. Minor tightening is possible if Mexico sees another round of cool nights, while consistent Colombian volume should help steady the market. Mild upward pricing pressure is likely unless weather shifts meaningfully.

**Oranges:** **ALERT** California Navel oranges are experiencing a severe, industry-wide shortage of small fruit as early-season fog, intermittent rains, and uneven sunlight pushed size profiles heavily toward larger counts. Small sizes—88s, 113s, and 138s—remain extremely limited, with no improvement expected through the remainder of the Navel season or the transition to Valencias. Fruit drop, puffing, creasing, and heavier sorting further reduce usable pack-outs, even in well-set groves. Larger sizes (56s and 72s) are readily

available with strong quality and sugars, but consistent small-size coverage will not be achievable; substitutions such as Cara Caras or mandarins are recommended where smaller Navels are required.

## cucumbers



Honduras has limited early volume, Florida remains light until March, and Mexico is the main source with adequate supply. Cool weather recently slowed production, but warmer conditions should lift volumes, with quality remaining very good.

## grapes



Import volumes are strengthening, led by Peru and growing Chilean shipments, helping stabilize the market. Pricing is increasingly variety-driven: premium greens face the most pressure due to tight supply and strong West Coast demand. Red and black remain more balanced. Europe is stable and promotion-focused, while North America continues to drive overall demand. Availability should improve soon, though green varietal gaps may keep prices elevated in some areas.

## herbs



Overall availability is steady with only minor fluctuations in tender varieties after recent cool nights. Quality is strong, and no major supply issues are expected. Markets should remain balanced over the next 7–10 days, though a cold push in Mexico could briefly impact parsley yields. Most programs should run at typical seasonal volumes.

**Cilantro:** **ALERT** Supplies are light with only fair quality, while strong demand pushes pricing higher during growing-region transitions. Expect limited availability and elevated markets over the next few weeks.





# Market UPDATE

## kale



Supplies have improved, and demand remains good. Quality is fair, and supplies should remain steady for the next few weeks. The product is now shipping from both Oxnard and Yuma. Market pricing is steady.

## lettuce



**Green & Red Leaf:** Supplies are steady, demand is good, and quality is fair, with fair sizing. Market pricing is steady but trending higher.

**Iceberg:** **ALERT** Quality is only fair, with outer leaf issues and reduced weights. Market pricing is active, and supply challenges are expected over the next 3–4 weeks. Many crops are maturing one to two weeks earlier than projected, forcing growers to harvest ahead of schedule. This accelerated pace has created potential future supply gaps as fields planned for later harvest windows are being pulled forward prematurely.

**Romaine:** **ALERT** Supplies remain light as demand increases, with only fair quality due to outer leaf issues and lighter weights. Market pricing is active, and crops maturing one to two weeks early are pushing growers to harvest ahead of schedule, which may lead to supply gaps as later-window product is pulled forward.

**Tender Leaf:** **ALERT** Supplies remain light as growers work through ongoing quality issues. Recent weather swings have reduced yields and led to variable quality, with arugula, spinach, and spring mix showing weaker textures, inconsistent field performance, chlorosis, leaf spotting, and increased mildew from the mix of warmth and intermittent moisture.

## melons



**Cantaloupe:** Arrivals remain steady in the East,

with lighter volumes expected next week as production shifts back to Zacapa. Supplies should tighten through mid-February before improving late in the month and normalizing by early March. Demand is already rebounding after last week's storm. Quality is good, with larger peak sizing and tighter availability on smaller fruit.

**Honeydew:** Supplies are expected to dip briefly as sourcing shifts before recovering later in February. Demand is strengthening alongside market restocking. Quality remains strong, with good brix.

## mushrooms



Supplies remain light, though demand is good. Quality has improved, with fewer gnats present in packs. The industry is entering peak mushroom season, and improved supplies and quality are expected next month.

## onions



**RADAR** Supplies remain strong with good quality. Overall pricing is slightly below last year. Market prices for white and yellow continue to increase, while reds remain steady.

## onions green



**ALERT** Supplies will remain very limited as growers report reduced availability, a trend expected to continue in the coming weeks. Pricing will stay escalated as demand increases. Quality is only fair, and tight supplies with elevated markets are expected to persist for several weeks.

## pears



Washington's 2025 crop is rebounding after a challenging 2024 season, with growers reporting





# Market UPDATE

## pears cont...



excellent bloom, minimal frost damage, and strong, uniform sizing. Early estimates suggest the crop could exceed 400K tons, returning to pre-2022 levels, thanks to favorable spring weather and improved orchard management.

## peppers bell



West and Central Mexico remain adequately supplied in 11 lb and 25 lb packs despite some weather-related slowdowns. Quality is generally good, with discounted lower grades, and temporary greening from cool, wet weather should improve as conditions stabilize.

## peppers chili



Florida supplies are at seasonal lows, with mostly older fields and limited options beyond jalapeños until mid-to-late March harvests. Western Mexico—Sinaloa and Central Mexico—continues to supply moderate volumes of jalapeños, serranos, and Anaheims with good quality. Tomatillos remain tight after past rainfall, though peeled product is performing better and gradually improving.

## pineapples



Production will tighten in the coming weeks, though near-term supply remains manageable. Harvest timing is being adjusted to boost maturity and quality, while weather-related constraints are limiting crownless volume and firming spot prices. Maintain flexibility on sizing and continue close quality monitoring as the market evolves.

## potatoes



Idaho russets are now shipping from storage, with this season's crop showing clear improvements in both quality and size profile. Larger sizes are more readily available compared to last year. Market pricing remains stable, and supplies are abundant—making it an ideal time to promote.

## squash



Cool to near-freezing weather in Florida and Mexico has reduced output—especially zucchini—due to poor pollination and bloom drop. Availability remains the main concern, though zucchini quality is generally good and yellow squash is fair to good. Weather issues in Mexico are also delaying the transition into new fields. As temperatures rise, supplies from both eastern and western regions should gradually improve, barring heavy rainfall.

## tomatoes



**ALERT** Florida production remains well below normal. Naples harvests are strained, with recent cold and rain delaying picks and reducing yields. Grape tomatoes are the most affected, driving sharp price spikes and prompting some growers to prorate. Mexico is also tight due to cool weather: Baja is winding down, Central Mexico is in its lighter winter cycle, and Sinaloa should increase volume as temperatures rise. Sustained cold across both regions has tightened the market, and additional weather expected in Florida this weekend may cause further short-term disruptions and future impacts from planting delays and ongoing supply pressure.





# Market UPDATE

*in the news...*

## Rare Gulf-effect snow could bring flurries to Florida as extreme arctic air invades the state

Rare Gulf-effect snow could bring flurries to Florida as extreme arctic air invades the state

Kieran Sullivan & Angela Fortuna | January 28, 2026 | Foxweather.com

A shot of extreme cold air is moving into Florida this weekend and with it comes a rare chance for snow along the Gulf Coast.

Areas from the Florida panhandle all the way down to the Fort Myers/ Naples area could see snowflakes, though the chance is very low.

There is currently a 10 to 20% chance of snow flurries along the coast late Saturday night and into Sunday morning.

A process similar to lake-effect snow, something called Gulf-effect snow, could produce narrow bands of light snow in this uncommon setup.

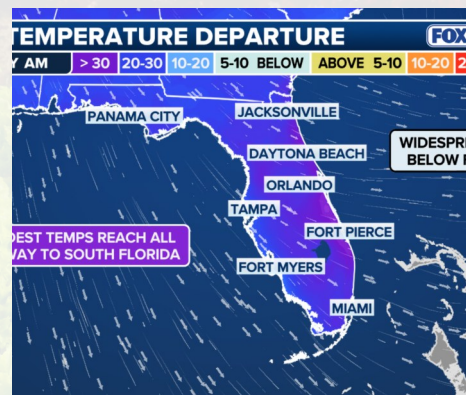
The nor'easter that is expected to impact several states along the East Coast this weekend is also setting the stage for a wave of unusually cold air that will reach deep into South Florida.

On Saturday night, lingering moisture from the storm could mix with the bitter cold air and potentially create some flurries or a rain/snow mix along the Gulf Coast.

It's a rare phenomenon, and it's not common in the area. Lake-effect snow forms when very cold arctic air moves over warmer water. The air just above the water warms slightly, rises quickly through the colder air above, forming clouds and producing snow downwind.

In Florida, a "Gulf-effect" setup could happen if cold air moves over the relatively warmer Gulf waters. But for this to happen, there needs to be a long fetch of northwest winds picking up moisture, combined with a big enough difference between the water temperature and the cold air above.

The larger the temperature difference, the faster the air rises, boosting the



This graphic shows the potential widespread cold temperatures across Florida. (FOX Weather)

chance of snow.

The chance for a rain/snow mix on Saturday night is low, and any snow that does fall would likely melt immediately upon hitting the...

[Read full article HERE](#)



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](mailto: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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