



Market ALERT

WEEK 10: March 2-8, 2026

apples



Prolonged September heat required heavy irrigation to protect tree health and maintain fruit quality, but it also pushed 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, leaving 125/138 counts in very limited supply. Markets are expected to firm, 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 expected to remain at premium market levels, and customers are encouraged to plan for alternative fruits when small-size needs cannot be met.

asparagus



Supplies remain tight as Mexican production continues to struggle with cool weather and slow field progression. Sizing is heavily weighted toward larger spears, with limited flexibility and inconsistent arrivals to U.S. distribution points. Demand is steady to strong as buyers shift away from other tight green vegetables, keeping markets elevated and restricting promotional activity. Quality is generally acceptable, though shelf life may be shortened due to weather-related crop stress, making fast turns important. No meaningful relief is expected in the near term.

beans



Availability remains constrained due to lingering cool weather in Mexico and ongoing impacts from earlier freezes in Florida. Quality is mixed, with variability in sizing and some cosmetic defects, though overall eating quality is holding. Markets

are expected to stay firm through the end of February, with only modest improvement anticipated as weather stabilizes.

berries



Blackberries: Weather-related delays in Central Mexico have slowed harvest and reduced early-week volumes. Supplies are expected to improve late in the week and into the weekend as conditions stabilize.

Blueberries: Weather delays in the Northeast have pushed back early-week container arrivals, with releases expected later this week. This week and next mark the final strong South American arrivals, while Central Mexico remains steady but flat. Organic volumes are favorable now but expected to decline sharply next week.

Raspberries: Baja production is past peak and continuing to decline. Central Mexico is expected to increase output, though regional disruptions have delayed harvest and shipments. Early-week volumes will be light, with improvement expected later in the week.

Strawberries: Harvest in Central Mexico has been extremely limited, though some growers may return to the fields pending no additional shelter-in-place notices. California is recovering from last week's rain, with quality expected to improve by mid-week and clear weather forecasted for the next 10 days. Volumes are slightly down due to cull rates. Florida is facing another brief cold spell, with near-freezing temperatures expected in Plant City. Improved weather and volumes should return by mid-week.

broccoli



Broccoli: Supplies remain limited, though quality is improving as new fields begin harvesting.



Market ALERT

broccoli cont...



Earlier quality issues were tied to fall rains in Yuma, AZ. Demand remains strong. Supplies should gradually improve over the coming weeks, with initial volumes from Salinas expected soon.

Brocolini: **EXTREME** Supplies remain very light out of Yuma, AZ. Demand has increased due to the elevated broccoli market. Expect continued short supplies and elevated markets for the next few weeks.

carrots



The market remains tight as heavy rain and cold temperatures in California—especially around Bakersfield—continue to disrupt harvests, reduce yields, and trigger proration. Larger-sized carrots are unavailable, with a 3–4 week gap expected before supplies rebound. Conditions will stay pressured through the end of the Bakersfield season until production shifts to the Imperial Valley in mid-February, where early outlooks are favorable but still carry some risk. Limited support from the Southeast offers only minor relief and cannot offset California’s shortfall.

cauliflower



EXTREME Supplies remain tight and are expected to stay limited for several weeks. Weather-related stress on winter plantings has reduced yields. Quality is fair with some yellowing and occasional mildew, which should improve with warmer weather. Supplies are projected to gradually increase over the next few weeks.

celery



EXTREME Unprecedented weather patterns in both Oxnard and Yuma continue to suppress yields and stress crops. Demand remains steady,

keeping markets high. Expect similar conditions for at least the next three weeks.

citrus



Oranges: California Navel oranges are facing a severe shortage of small fruit as early-season fog, intermittent rain, and uneven sunlight shifted the crop toward larger sizes. Small counts (88s, 113s, 138s) remain extremely limited with no relief expected through the remainder of the Navel season or the transition to Valencias. Weather-related issues—including fruit drop, puffing, creasing, and heavier sorting—are further reducing usable pack-outs. Larger sizes (56s and 72s) are abundant with strong quality, but consistent small-fruit coverage will not be possible; substitutions (Cara Caras or mandarins) are recommended for small-size needs.

cucumbers



Eastern supplies remain light, with Honduras still the primary source. Longer transit times continue to affect quality. Florida’s spring crop is expected to start with light volume by mid-March, increasing into April as replanted fields begin producing. In the West, supplies are moderate with good quality, though a brief semi-gap is expected next week before volume rebounds.

herbs



Cilantro: Supplies remain light with fair quality. Demand is strong as growing transitions occur in Oxnard, CA, and Mexico. Markets have increased accordingly. Expect light supplies and elevated pricing in the coming weeks.

lettuce



Iceberg: Supplies are improving. Reduced East Coast demand due to snow has eased markets, and more volume is becoming available. Some



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lettuce cont...



outer-leaf quality issues persist. Warmer weather should support improved supply and lower market pricing.

Romaine: Supplies are steady. Some quality issues remain, but weights are expected to improve next week. Market activity remains firm. Warmer weather should help strengthen supply and gradually ease pricing.

melons



Honeydew: Volumes are dropping sharply as Downy Mildew continues to impact production in Guatemala and Honduras, resulting in smaller fruit and lower brix. Expect ongoing shortages through March and remain flexible on sizing.

onions green



EXTREME Supplies remain light due to low yields, primarily from Mexico. While labor has stabilized, ongoing yield gaps are keeping supplies tight and markets elevated. Expect limited availability and escalated prices for the next few weeks.

peppers bell



Supplies remain light in both Central and West Mexico. Some Central Mexico programs are expected to finish in early to mid-March, while West Mexico is seeing smaller fruit and an earlier -than-normal end to the season following heavy green bell harvesting earlier in the cycle. As a result, early March will be tight on both size and quality until Canadian production ramps up in approximately 3–4 weeks.

peppers chili



Florida remains extremely short after freeze damage, with Cubanelles and jalapeños especially limited and no meaningful recovery expected until new South Florida acreage starts in about four weeks; Plant City's restart has been pushed to mid-April. In the West, Sinaloa supplies remain low to moderate due to repeated weather disruptions and increased disease and pest pressure. Tomatillos are especially tight with weaker husked quality, and light volume from Central Mexico is not enough to ease shortages.

squash



Florida supplies remain extremely limited after widespread cold damage, with only minimal production expected for the next month. Replanted fields may begin to recover by mid-March. Quality on remaining fruit is average. In the West, Mexico continues to provide moderate zucchini volume and tighter yellow squash supplies, with generally fair to good quality but some cosmetic defects.

tomatoes



Supplies are tightening across all regions due to significant weather impacts in both Florida and Mexico. Frost in Florida has reduced yields, size, and quality, limiting relief from upcoming transitions to Estero, which also sustained damage. Mexico is producing below expectations with continued quality issues. Rounds are slightly better supplied than Romas but remain light with elevated grade-outs. Grape tomatoes are the most stable option for now, though cold-related bloom drop is expected to limit future volume.

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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Transition Schedule - Spring 2026

Grower ID	Grower / Shipper	Current Location	Transitioning	Commodity	Transition Dates
5240	Bengard Ranches	Yuma, AZ	Salinas, CA	Broccoli Crowns	March-17
5240	Bengard Ranches	Yuma, AZ	Salinas, CA	Cauliflower	March-18
5240	Bengard Ranches	Yuma, AZ	Salinas, CA	Lettuce Iceberg	March-18
5240	Bengard Ranches	Yuma, AZ	Salinas, CA	Lettuce Green/Red Leaf	March-27
5240	Bengard Ranches	Yuma, AZ	Salinas, CA	Lettuce Romaine	March-27
5240	Bengard Ranches	Yuma, AZ	Salinas, CA	Celery	March-18
5238	Church Brothers	Yuma, AZ	Salinas, CA	Broccoli Crowns	April-9
5238	Church Brothers	Yuma, AZ	Salinas, CA	Cauliflower	April-9
5238	Church Brothers	Yuma, AZ	Huron, CA	Lettuce Iceberg	April-9
5238	Church Brothers	Yuma, AZ	Salinas, CA	Lettuce Green/Red Leaf	April-9
5238	Church Brothers	Yuma, AZ	Salinas, CA	Lettuce Romaine	April-9
5238	Church Brothers	Yuma, AZ	Oxnard, CA	Celery	April-9
5238	Church Brothers	Yuma, AZ	Salinas, CA	Value Added/Processing Plant	April-9
5246	Field Fresh Farms	Yuma, AZ	Watsonville, CA	Broccoli Crowns	March-30
5246	Field Fresh Farms	Yuma, AZ	Watsonville, CA	Lettuce Iceberg	March-30
5246	Field Fresh Farms	Yuma, AZ	Watsonville, CA	Lettuce Green/Red Leaf	March-30
5246	Field Fresh Farms	Yuma, AZ	Watsonville, CA	Lettuce Romaine	March-30
5246	Field Fresh Farms	Yuma, AZ	Watsonville, CA	Value Added/Processing Plant	March-30
5248	Green Gate Fresh	Yuma, AZ	Salinas, CA	Value Added/Processing Plant	April-20
5258	River Fresh Farms	Yuma, AZ	Salinas, CA	Broccoli Crowns	April-6
5258	River Fresh Farms	Yuma, AZ	Salinas, CA	Cauliflower	April-6
5258	River Fresh Farms	Yuma, AZ	Salinas, CA	Lettuce Iceberg	April-6
5258	River Fresh Farms	Yuma, AZ	Salinas, CA	Lettuce Green/Red Leaf	April-6
5258	River Fresh Farms	Yuma, AZ	Salinas, CA	Lettuce Romaine	April-6
5258	River Fresh Farms	Yuma, AZ	Salinas, CA	Celery	April-6
5258	River Fresh Farms	Yuma, AZ	Salinas, CA	Value Added	April-6
5147	Taylor Farms - CA	Yuma, AZ	Salinas, CA	Value Added/Processing Plant	April-13
3739	The Salad Farm	Yuma, AZ	Hollister, CA	Value Added/Processing Plant	March-30

*** Dates are tentative and are subject to change ***

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