

Market **OUTLOOK**

Week 27: June 29–July 5,



Market ALERT

Apples
Asparagus
Berries
Cantaloupe
Citrus
Eggplant
Lettuce
Peppers
Potatoes
Tomatoes

transportation

Nat'l Diesel Avg: \$4.832↓

Last Year: \$3.775↑

Nat'l Fuel Surcharge: \$0.65

Shortages: Freight market is easing

- **extreme** - FL & GA
- **slight** - WA

National Posted Rate per mile

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



weather **OUTLOOK**

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

Salinas, CA: Partly cloudy skies with some PM sun Tuesday & Friday with highs in the 60s and lows in the 50s.

Yuma, AZ: Sunny skies all week with some clouds on Friday and highs in the 100s and 110s and lows in the 70s and 80s.

Immokalee, FL: Evening thunderstorms with highs in the 90s and lows in the 70s.

Idaho Falls, ID: Mostly sunny skies with some clouds and wind on Monday with highs in the 60s, 70s and 80s and lows in the 40s and 50s.



Market UPDATE

apples



RADAR Washington movement remains steady. Smaller sizes are tighter, while overall demand softens seasonally with schools out. Red Delicious inventories are down significantly year over year, making it difficult to carry through to new crop. Golden Delicious is in line with last year, but smaller sizes may see gaps. Granny Smith supply is higher year over year, supporting transition to new crop. Peak sizes remain 80/88ct, with fewer smaller counts available—potentially tightening further by August as schools return. Fuji and Pink varieties are down overall but should make it to new crop.

asparagus



ALERT Supply is in transition as domestic regions (MI, WA, Canada) wind down and reliance shifts to Mexico and Peru. Availability is expected to tighten through early July. Peru faces occasional logistics challenges, and hot weather in Mexico may impact production and jumbo sizing. Quality is generally good, though some variability is possible. Open size specs are recommended.

avocados



Supply remains dynamic heading into July as Mexican volume transitions out of its primary crop and growers manage harvests strategically, while California adds supply but cannot fully offset Mexico. Peruvian imports are increasing rapidly and will drive the market through July. Late-season Mexican quality is strong, though ripening variability and shorter shelf life require careful inventory management, and size curves remain skewed larger. Markets are still elevated but beginning to stabilize as Peruvian volume grows, with July expected to bring improved supply and pricing stability as Peru peaks and Flor Loca ramps up; large fruit will remain more

available than smaller sizes.

bananas



Supply remains steady with reliable shipping and well-balanced conditions. Availability continues to meet demand, and pricing is holding stable with no disruptions expected in the near term.

beans



Green Beans: Conditions vary by region. Eastern supplies are steady with good quality and balanced demand, keeping pricing stable to slightly lower. Western supplies remain tight due to transition gaps and acreage shifts, resulting in elevated and volatile markets. Desert production is expected to provide gradual relief. Overall demand remains solid, but availability and sizing can be uneven, especially for foodservice-preferred grades.

berries



Blackberries: **ALERT** Light domestic volume has started in Central CA, but demand exceeds supply. Georgia and Mexico seasons have mostly finished, with limited volume from North Carolina. Strong demand is tightening supply and driving pricing up; Central CA volumes should improve in a few weeks.

Blueberries: **ALERT** East Coast volumes are declining due to recent rain. New regions, including Michigan, New Jersey, Oregon, and the Pacific Northwest, are coming online with better volume expected next week, helping supplies recover.

Raspberries: **ALERT** Volumes are steady and gradually increasing, with the peak expected through June. Harvest has begun in Watsonville, though volumes remain light. Early fruit quality is strong, with good firmness and appearance.



Market UPDATE

berries cont...



Strawberries: Supplies are strong from Watsonville/Salinas, with plants recovered and yields exceeding expectations as peak volume begins. Favorable weather should support good availability for the next few weeks, and organic volumes continue to improve.

broccoli



Broccoli: Supply will be steady as crops recover from prior challenges. Production from Salinas and Santa Maria is at expected levels. Demand has increased, but quality remains good. Steady supply is expected over the next few weeks.

Broccolini: Supplies are steady and demand is strong. Availability and pricing have improved, with stable markets expected.

brussels sprouts



Supply and quality continue to improve, with steady availability expected for the next few weeks. This supports promotional opportunities. Pricing should remain stable as demand levels out.

cabbages



Steady supply with good yields and quality from Central CA. Demand has increased, but pricing remains stable. Supplies are expected to stay consistent.

carrots



Supply is trending in a positive direction, as improved growing conditions across California's primary production regions support a steady return to normal availability.

cauliflower



Supplies are steady, with yields expected to remain at current levels. Demand is up, and quality has improved. Product from Salinas and Santa Maria is seeing upward pricing pressure due to tighter volumes.

celery



Supply has improved with transition to Salinas. Demand is steady, quality is good, and improved availability is helping ease market pricing.

citrus



Limes: Mexican supply has improved from earlier spring levels, though sizing remains skewed small. Increased crossings are helping stabilize the market, and quality is generally good with acceptable color and juice. Colombian limes continue to supplement supply, though Mexico remains dominant. Weather remains a key variable, and while conditions are more balanced, the market is still size-driven.

Lemons: **RADAR** California remains the primary source with good quality, but supply is tight and markets are elevated, especially for smaller sizes. Production continues to skew larger, limiting availability of 165s and down. Imports from Chile and Argentina are increasing through July and should gradually improve supply. Internal quality and juice content are strong, and demand remains healthy across foodservice and retail.

Oranges: **RADAR** Quality is very good with strong sugars and eating quality, but significant shortages of smaller sizes persist due to crop sizing. Larger fruit remains more available. Demand is steady, with continued competition for smaller sizes. Valencia supply will improve overall availability but is unlikely to fully resolve small-size constraints.



Market UPDATE

corn



Supply and quality have improved and continue trending upward. Mexico is seeing fewer quality issues as conditions stabilize and production increases, while Georgia output is rising. Market pressure has eased as regions transition and Eastern quality improves.

cucumbers



Eastern supply is steady with overlapping Georgia and NC production; Georgia continues for 2–3 weeks while NC is at peak before tapering, and NJ is starting soon. In the West, mainland Mexico is winding down with declining quality, while Baja is strengthening as the primary summer source.

eggplant



ALERT Supply remains tight but is improving, with increased Georgia production and additional volume expected from North Carolina within 7–10 days. More regional programs will ramp up in July. In the West, production is shifting to Fresno with harvest building, supported by Central Mexico volume.

grapes



California’s domestic season is now underway. As supply builds over the next few days, conditions should improve significantly for the rest of the season. Relief is expected in the near term.

herbs



Overall supplies are stable, with good quality across most varieties. Basil, parsley, mint, rosemary, and thyme are moving normally with minimal shortages. Cilantro remains the most vulnerable due to periodic weather and regional shifts, though supplies are currently adequate.

Summer conditions in California and Mexico are supporting production, with steady demand from foodservice and retail. Quality remains strong, with good shelf life and appearance.

kale



Supplies remain steady with good demand and fair quality. Production is from Oxnard and Central CA, with stable pricing expected.

lettuce



Green & Red Leaf: Supplies improved this week, with better quality reported. Crops are recovering from earlier weather challenges, and market pricing has strengthened as softer demand eases pressure. INSV remains present at the field level, impacting yields, though growers expect improvement in the coming weeks.

Iceberg: **EXTREME** Supplies are very light due to past weather challenges affecting yields and weights. Demand remains strong, with processors seeking additional acreage. Quality concerns (including INSV) persist. Markets will remain highly elevated for the next few weeks.

Romaine: **ALERT** Supplies are very light with fair quality and ongoing field issues, including INSV. Strong demand and reduced yields continue to push markets higher. Supplies and market pricing are showing signs of improvement.

Tender Leaf: Supplies are steady with consistent volume. Markets are stable, and quality improves as production from Central CA continues.

melons



ALERT The domestic season started slow due to an unprecedented whitefly outbreak in Yuma, AZ. However, California harvests are beginning, with near-term relief expected for both pricing and availability.



Market UPDATE

mushrooms



Supply is steady while demand remains strong. Quality is good. Seasonal summer volatility is possible, but current supply and pricing are stable.

onions



The market is strengthening as OR/ID storage winds down, tightening supplies and pushing prices upward. Texas is finishing, while California is starting with lighter but strong-quality volume, and New Mexico has just begun. This mix is creating upward pressure, especially on high-quality yellows and reds. As the transition continues, the market is expected to stay firm, with price increases likely unless new-crop volume accelerates or weather-related constraints ease.

onions green



Supplies remain steady week over week, primarily from Mexico. Availability is improving, supporting more favorable market conditions. Supply and pricing are expected to remain stable.

pears



Anjou pears have roughly 8–9 weeks of supply remaining. New crop Bartletts are expected to start in early August, aligning closely with the end of Anjou shipments. Red Anjous and Bosc are expected to wrap up within the next month.

peppers bell



ALERT Supply is transitioning as Georgia declines, with spotty availability—especially larger sizes. NC and SC will begin soon to provide support until more regional programs ramp up. In the

West, California desert and Bakersfield are producing light to moderate volumes with good quality ahead of a July shift, moving into Fresno, CA.

peppers chili



ALERT Eastern supply is centered in Georgia with good availability and minor quality issues for the next 2–3 weeks. As Georgia winds down, supply will shift to smaller regional programs (NC, KY, NJ), with MI and NY ramping up by August. Western supply is light and fragmented (Nogales, Baja, CA), but availability and variety should improve as Baja and California progress, Sonora tapers, and Washington starts in early August. Anaheims remain slightly escalated.

pineapples



The market remains solid heading into the 4th of July. Some demand-driven tightness is possible over the holiday weekend, but overall conditions have been stable and major disruptions are not expected.

potatoes



RADAR Idaho is currently shipping Burbanks, with prices slightly higher, though supplies remain ample and are expected to stay plentiful until Norkotah harvest begins early September. Planting for the 2026 crop finished earlier than normal, and acreage has been reduced to 300,000 acres (-4.8% YoY) in response to 2025 oversupply; however, favorable weather, adequate irrigation, and strong early crop conditions point to solid production potential despite the cutbacks, while fingerlings are experiencing a short-term supply gap of 4–6 weeks.



Market UPDATE

squash



Supplies are ample, supported by multiple Eastern regions—Georgia, North Carolina, New Jersey, and Kentucky—with solid overall quality. Volumes are expected to continue rising as additional northern areas come online. In the West, California and Baja remain the primary sources, with strong zucchini quality and only minor wind scarring on some yellow squash. Pacific Northwest production is also contributing additional supply support.

tomatoes



RADAR Supply is mixed across varieties: grape tomatoes remain steady with improving quality but slightly elevated markets amid regional transitions; romas are seasonally tight in the East with limited supply but good quality, while western volumes are light to moderate and gradually improving; and round tomatoes are at peak yet limited in the East, with supply expected to strengthen as Virginia and the Tennessee/ North Carolina mountains come online, while western production remains light but is slowly ramping up.

produce in **PEAK** for June/ July

Apricots	Cucumbers	Tomatoes
Bananas	Green Beans	Vidalia Onion
Bok Choy	Honeydew	Zucchini
Cantaloupe	Papaya	



Market UPDATE

in the news...

Cooling System Aims to Protect Crops Growing in Fields from Extreme Heat

Eduardo Morales | June 18, 2026 | thepacker.com

March 2026 rang in as the warmest in history with a 48-state temperature of 50.85 degrees Fahrenheit, according to Yale Climate Connections. With temps on the rise, AtmoCooling is developing a way to protect crops. The company is currently testing a cooling system that alters the temperature and humidity of a field.

"You can grow the crops you want at the time of year you want without needing to worry about having the right weather," says Paul Mahacek, CEO and co-founder of AtmoCooling.

The cooling system consists of a "tower" of pipes with misters connected to a pump that delivers the water. After the farmer programs temperature, humidity and vapor pressure deficit set points via AtmoCooling's website, the system runs autonomously. Based on current testing in Yuma, Ariz., the technology can cool the crop by 5 to 10 degrees. However, trials in other countries have found as much as a 15 degree difference. The system uses the mist for evaporative cooling, sucking in the energy and cooling the air.

Cooling Technology Tested in World's Sunniest City

The company is currently testing this system at the University of Arizona's

Agricultural Research Station in Yuma. The sunniest city in the world, Yuma averages 4,015.3 hours of sunshine a year, low humidity and around three inches of rain annually. In the summer, Yuma's average temperature tops 99 degrees Fahrenheit, making it the ideal place for testing.

"We're seeing these high heat events. This past January, we had a heat wave that came through and a lot of folks lost crops," Mahacek explains. "We're not talking about massive changes [using the AtmoCooling system], just slight alterations to give you some crop assurance."

Currently growing broccoli and cabbage, which are usually planted during the winter time, the Yuma station is eager to see if this technology is a good fit for U.S. growers. The system can also be used for row crops, and has been used in Abu Dhabi as well.

"This crop may not see a drop of rain during its whole life cycle. If it works here then maybe it will work in several other places," says Robert Masson, an associate ag Extension agent for Yuma County.

"Our climate is getting hotter and drier... finding new ways to utilize the

resources we have is critical to the survival and continuation of our civilization," Mahacek says.

From Antarctica to Arizona: Bringing Extreme Environment Tech to U.S. Farms

The technology uses irrigation water, continuous monitoring, ultrasonic wind sensing, temperature and humidity. The system itself will automatically adjust the spray on the towers based upon these elements. This allows for precise control of the downwind environment, ensuring the best outcome for the crops.

While this system is currently using irrigation water, it can also operate with saline water, sea water and brine.

Mahacek has worked throughout his career doing extreme environment work in the Arctic, Antarctica, Central America, the South Pacific and even space.

"Really finding new ways to grow things in extreme environments, this is one I've really enjoyed the most," Mahacek shares.

The system is still undergoing trials. Once proven to work, AtmoCooling will begin making them available to farmers in the U.S.

[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 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