

Market **OUTLOOK**

Week 24: June 8–14, 2026



Market ALERT

Apples
Avocados
Berries
Cantaloupe
Carrots
Celery
Citrus
Cucumbers
Eggplant
Lettuce
Peppers
Potatoes
Squash

transportation

Nat'l Diesel Avg: \$5.350↓

Last Year: \$3.451↓

Nat'l Fuel Surcharge: \$0.72

Shortages: Freight market is flat and falling slightly.

- **extreme** - FL
- **slight** - AZ & CA

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 throughout the week with highs in the 60s and 70s and lows in the 50s and 60s.

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

Yuma, AZ: Sunny skies with highs in the 100s and lows in the 70s.

Immokalee, FL: Scattered thunderstorms all week with PM storms on Monday night with highs in the 80s and 90s and lows in the 70s.

Idaho Falls, ID: Partly cloudy and sunny skies with highs in the 50s to 70s and lows in the 30s and 40s.



Market UPDATE

apples



ALERT 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

Markets have eased with strong supply from Mexico, domestic regions, Canada, and Peru, pushing availability slightly above demand. Quality is consistent and freight is manageable. Domestic supply is beginning to taper, with markets expected to tighten and pricing firm by late June as imports take over.

avocados



ALERT The market is tightening as Mexico's main crop winds down, with reduced harvests and growers holding fruit for higher prices. Shipments are projected below U.S. demand, and limited California volume cannot fully offset imports. Size structure is better than prior years, but supply remains inconsistent and volatile. Expect elevated costs and continued volatility near term, with relief likely as Peruvian supply and Mexico's Flor Loca crop ramp up in July.

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: Limited domestic volume is starting in Central CA, with additional supply from Georgia. Mexico still leads supply, but volumes are declining weekly. Demand has eased, with domestic production expected to increase by mid-June.

Blueberries: **ALERT** Mexico volumes continue to decline, with lower supply also reported in Georgia and California. Central CA is ramping slowly due to labor and weather issues, limiting pints. Quality and sizing remain strong. The PNW may start earlier than usual.

Raspberries: Volumes are gradually improving week over week, with peak expected in June. Harvest has begun in Watsonville, though volumes are still on the lighter side. Early quality is strong with good firmness and appearance.

Strawberries: **ALERT** Supplies in Salinas remain steady, but recent rain caused harvest delays and



Market UPDATE

berries cont...



quality issues. Cool weather has slowed ripening, limiting available fruit. Growers are working through challenges, with lower yields now forecast for much of the summer.

broccoli



Broccoli: Supplies are steady and improving as crops recover from prior inconsistencies. Production is now in Salinas and Santa Maria. Demand is good, quality is improving, and volumes should remain stable.

Broccolini: Supplies continue to improve, lowering pricing despite strong demand. Quality is good, and markets are expected to remain steady.

brussels sprouts



Steady supplies and improved quality continue. Availability and pricing are expected to remain stable, with promotional opportunities.

cabbages



Supplies are steady with strong yields and quality in Central CA. Demand has increased, but pricing remains stable. Transition to Central CA continues.

carrots



ALERT The market is showing steady improvement, with production now centered in Coachella and the Imperial Valley. Warmer temperatures are helping crops size up and boosting yields, supporting a gradual recovery. Fill rates are improving and should continue to strengthen over the next couple of weeks. Cello and jumbo remain very limited, as sizing is still

the main constraint across the industry. An early transition into Salinas could help bring additional balance to supply, but full normalization will take time as sizing and yields continue to rebound.

cauliflower



Supplies are steady and gradually improving after earlier weather impacts. Quality is better, with production in Salinas and Santa Maria. Volumes should remain stable.

celery



ALERT Supplies remain light with elevated demand continuing to pressure the market. Improvement is not expected until early June with the Salinas start. Quality is fair. Expect limited availability and higher pricing in the near term.

citrus



Limes: Supply is improving but remains imbalanced. Mexican volumes are up, especially on smaller fruit, while larger sizes are still limited and command premiums. This continues to drive substitution into smaller counts. Colombian supply is steadier but limited with longer lead times. Quality is improving with the new crop, though some variability remains. Expect gradual overall easing but continued tightness on larger sizes until sizing normalizes later this summer.

Lemons: RADAR The market is firm, with tight supply and high pricing driven by strong demand and seasonal transitions. Smaller sizes are especially limited, and sizing remains uneven as production shifts to Ventura/Oxnard. Supply is adequate but tight, requiring flexibility on size and pack. Imports should help later in June or early July. In the near term, pricing remains elevated with gradual easing expected as offshore supply and District 2 volume increase.



Market UPDATE

citrus cont...



Oranges: RADAR Product from California face a clear size imbalance, with a strong supply of large fruit and limited small sizes. This is forcing substitutions and creating challenges for specific size needs. Overall supply is steady but mismatched to demand. Quality is strong, particularly on larger fruit. Tightness in small sizes will persist through June, while larger sizes remain more available and competitively priced.

corn



Availability and quality continue to improve week over week. Mexico is seeing fewer quality issues, and Georgia is beginning to ramp up. Better soil conditions, less rain, and increased production in Mexico are supporting gains, easing market pressure slightly as regions transition.

cucumbers



ALERT Supply is tight due to lighter Georgia production from earlier weather impacts. Relief is expected within a week as coastal North Carolina begins harvest, with improved quality from new crop. In the West, Sonora has fair-to-good quality late-season supply, while volume shifts to Baja and regional programs with strong quality.

eggplant



ALERT Supply remains tight with limited late-season Plant City volume and inconsistent quality. Relief is expected within a week as Georgia begins harvest. In the West, production is shifting from the desert to Fresno, with harvests starting this weekend and expected to improve quality. Mexican supply is minimal with small fruit and defects, limiting retail suitability.

grapes



Mexican supply is ramping up, with volumes increasing. This is driving improved quality and more favorable pricing as inventories build.

herbs



Markets are stable to slightly tight due to inconsistent weather in CA and Mexico, impacting tender herbs more than woody items. Quality is variable, with steady demand supporting pricing. Expect occasional gaps, with gradual stabilization as weather improves.

Cilantro: Steady supplies with fair quality and strong demand. Production from Oxnard and Salinas is improving availability, with continued market relief expected.

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: EXTREME Supplies remain very limited due to past weather stress and poor yields. Quality is fair. Markets are elevated and expected to stay high for several weeks.

Iceberg: EXTREME Very light supplies due to weather-driven inconsistencies and lower yields. Strong demand, lighter carton weights, and quality issues (including INSV) are keeping markets extremely elevated.

Romaine: EXTREME Supplies remain very light with fair quality and some disease pressure (INSV). Strong demand and low yields are driving elevated markets, with tight supply expected to continue.



Market UPDATE

lettuce cont...



Tender Leaf: Supplies are steady with improving quality as production shifts to Central CA. Reduced insect pressure is expected, easing overall market conditions.

melons



Cantaloupe: **ALERT** Arizona's season is ending early and under stress due to unusually warm Feb–Mar weather and heavy whitefly pressure, weakening plants, speeding harvest, and reducing sizing to 12s/15s through the end of Yuma. Harvest is expected to finish around mid-June, creating a 10–14 day supply gap before California starts later in the month. This will impact all desert regions, with a very limited supply June 15–26. Plan accordingly, allow SKU flexibility, and set expectations. California is expected to start late the week of June 22 with a smooth transition into July.

Honeydew: Strong supply with excellent quality and sizing. Conditions are favorable, making this an ideal time to feature and promote.

mushrooms



Supplies and quality have improved, with strong demand. The market is entering peak production, with ample supply and good quality expected in the coming months.

onions



Supplies are now being shipped from California, New Mexico, and Georgia. All colors and sizes are available, with continued strong quality. Market prices have decreased slightly.

onions green



Supplies are improving weekly, primarily from Mexico. Availability trends are positive, with gradual price relief expected.

pears



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



ALERT East supplies are light as Plant City winds down with smaller, off-grade fruit and Georgia ramps up with mostly jumbo sizes; output should improve shortly. Additional supply from South and North Carolina later in June will help. In the West, California is transitioning with good quality, while mainland Mexico has limited volume and fewer size/quality options.

peppers chili



Supplies are in good shape as production shifts from Plant City to Georgia, with adequate volumes overall despite limited poblanos and minimal tomatillos; quality remains steady. In the West, light to moderate supply from mainland Mexico, Baja, and early California supports the market, though habaneros and poblanos are tight. Improving Baja and California production should boost availability soon.

pineapples



The market is starting to tighten slightly in late



Market UPDATE

pineapples cont...



May. While post-holiday demand has eased, ongoing weather and disease challenges in Costa Rica continue to impact yields and sizing. Supply remains adequate and should stay steady into early June, helping limit major price increases in the near term.

Georgia, North Carolina, and New Jersey ramp up with mostly good-quality product from newer fields. In the West, Sonora is wrapping up zucchini and finished with yellow squash; Baja zucchini is increasing, but yellow remains limited. California has started in Fresno and Santa Maria, with minor rain impacts.

potatoes



RADAR Idaho is currently shipping Burbanks, with prices slightly higher, though supplies remain ample and are expected to stay plentiful until Norkotah begins in 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.

tomatoes



Supplies across grape, roma, and round varieties are in seasonal transition as Florida winds down and other regions ramp up. Grape supply is generally adequate, with improving Baja production helping offset lighter eastern volumes and late-season quality declines. Roma supply remains tighter, with limited early eastern acreage and modest western output, though availability and quality are expected to improve as Mexico and Baja increase. Round tomatoes are the most stable, with steady Florida harvests, strong quality, and a smooth transition to eastern regions, while western supply shifts from declining Mexico volumes to ramping production in Baja.

squash



ALERT Supplies are improving in the East as





Market UPDATE

in the news...

World Food Safety Day 2026

May 22, 2026 | paho.org

World Food Safety Day (WFSD) is celebrated every June 7, and in 2026 marks its eighth edition. Each year, 600 million people fall ill due to the 200 different types of diseases that can be transmitted through food. Low-income populations and young people are among the most affected. Foodborne diseases cause 420,000 preventable deaths annually.

This observance aims to raise awareness and promote concrete actions to prevent, detect, and control foodborne risks, thereby supporting human health, safe trade, responsible agriculture, and sustainable development.

Foodborne diseases have significant impacts on public health, the economy, and social well-being. Reliable data and scientific evidence are essential to understanding the scale of these risks and strengthening prevention and control measures throughout the entire food chain.

Within the framework of World Food Safety Day, PANAFTOSA highlights the importance of science and evidence-based information in protecting people's health. From production and transportation to marketing, preparation, and consumption, all actors in the food chain play a fundamental role in preventing contamination and foodborne diseases.

The generation and use of data enable governments to develop more effective public policies, businesses to strengthen their food safety practices, and consumers to make informed decisions. A sustained commitment to science, surveillance, and multisectoral cooperation is key to reducing the burden of foodborne diseases and ensuring safe food for everyone, everywhere.

Ensuring food safety begins with understanding which populations are most affected, where they are located, and what the main causes of

foodborne diseases are. Data collection and analysis make it possible to identify priority risks and guide more effective actions to protect public health.

Measuring the burden of foodborne diseases and identifying their causative agents provide key information for countries to strengthen surveillance systems, develop targeted interventions, and allocate resources strategically. Likewise, these data support risk managers in adopting evidence-based food safety standards and measures tailored to their national contexts.

Strengthening information systems and promoting science-based decision-making are fundamental steps toward safer food and more resilient food systems.

[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