

Market OUTLOOK

Week 30: July 20-26, 2026



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Market ALERT

Apples
Asparagus
Blackberries
Citrus
Melons
Mushrooms
Peppers
Potatoes
Tomatoes

transportation

Nat'l Diesel Avg: \$4.796↑

Last Year: \$3.471↑

Nat'l Fuel Surcharge: \$0.65

Shortages: Freight market is easing

- extreme - GA
- slight - AZ, CA, TX & WA

National Posted Rate per mile

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



weather OUTLOOK

Oxnard, CA: Mostly sunny skies with some clouds on Monday with highs in the mid to upper 70s and lows in the 60s.

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

Yuma, AZ: Cloudy and sunny skies throughout the week with highs in the 100s and 110s and lows in the mid to upper 80s.

Immokalee, FL: Thunderstorms all week except for Wednesday with highs in the 90s and lows in the mid 70s.

Idaho Falls, ID: Partly cloudy skies with isolated thunderstorms on Wednesday and some sun on Sunday with highs in the 80s and 90s and lows in the 50s and 60s.



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Market UPDATE

apples



RADAR Washington continues to see strong demand and good quality, with availability tightening for several varieties as the season winds down. Red Delicious supplies are well below last year and may not last until new crop arrivals in early September. Golden Delicious remains very tight, with rising prices and a potential short gap before Ginger Golds begin in August. Granny Smith supplies are tight but expected to bridge to new crop, while Gala and Fuji inventories are lower year over year but should carry through thanks to timely harvests. Pink Lady apples remain the most constrained, with significantly reduced inventories and some shippers unlikely to make it to late-September new crop arrivals, keeping market conditions firm.

asparagus



ALERT The market remains firm as North American production winds down, leaving Mexico and Peru as the primary sources. Recent heat has reduced yields, particularly on jumbo sizes, and some sizing variability and tip-quality issues persist. Additional Mexican volume later in July should support supply, but larger sizes will remain tight.

avocados



Supplies are abundant as Mexican Flor Loca volumes increase alongside California harvests and strong Peruvian imports. Quality is excellent, inventories are comfortable, and pricing remains favorable. Larger fruit is most available, while smaller sizes are somewhat tighter but still accessible.

bananas



Supplies remain stable with consistent

production, reliable shipping, and strong quality. Demand is balanced, and pricing remains favorable heading into the summer months.

beans



Green Beans: RADAR Supply remains somewhat limited as heat impacts yields in key growing areas, keeping markets active. Eastern production is steady with good quality, while Western supplies remain tight due to transition gaps and acreage reductions.

berries



Blackberries: ALERT Demand continues to exceed supply, with East Coast production completed and limited domestic volume available from central California. Supplies are expected to remain tight through mid-August, keeping pressure on availability.

Blueberries: Supplies continue to improve, supported by strong Pacific Northwest production and better-than-expected harvest volumes. Availability should remain strong over the next few weeks, with jumbo sizes increasing soon.

Raspberries: Supplies have improved with new Baja production adding volume. Good availability and favorable weather are expected to support steady supplies and promotional opportunities in the coming weeks.

Strawberries: Supplies have improved in the Watsonville/Salinas region as warmer weather boosts yields and demand levels off. Quality has also improved, and favorable weather should support steady availability over the next several weeks.

broccoli



Broccoli: Supplies have improved from Salinas and Santa Maria, while demand has softened.



Market UPDATE

broccoli cont...



Markets have eased on increased availability, though overall quality remains fair. Steady supplies are expected over the next few weeks.

Broccolini: Supplies and quality remain steady, with good demand and stable pricing. Availability is expected to remain consistent through the coming weeks.

brussels sprouts



Supplies and quality remain strong, with steady availability and demand. Markets are stable, making this a good promotional item.

cabbages



Supplies remain steady with good yields and quality from Central California. Demand and pricing are stable, and no significant market changes are expected.

carrots



Production has fully recovered following the transition to the Imperial Valley. Supplies are ample, quality is excellent, and sizing has normalized. Markets remain stable with strong availability expected through the summer.

cauliflower



Supplies have improved and exceeded expectations, resulting in lower market prices. Demand has softened, and increased volumes should support improved availability over the next few weeks.

celery



Supplies are lighter as demand increases, leading

to higher market pricing. Quality is fair, and tighter availability is expected to continue for the next several weeks.

citrus



Limes: Market conditions have improved, with strong Mexican production and steady Colombian imports supporting supply. Larger sizes are most available, while smaller fruit is somewhat tighter. Quality is generally good, though seasonal rains may cause occasional cosmetic and shelf-life concerns.

Lemons: **RADAR** California supplies are steady, but smaller sizes remain limited while larger fruit is plentiful. Imports continue to supplement availability, though strong demand is keeping markets firm. Quality is generally strong, and buyers with size flexibility will face fewer sourcing challenges.

Oranges: **RADAR** California Valencias continue to offer excellent quality and eating characteristics. Smaller sizes, 113s and 138s, remain difficult to secure due to the crop's large-fruit profile. Larger sizes offer the best availability and value.

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



Supplies are improving as production shifts north and volumes increase in Michigan, New York, and Baja, supporting steady availability through seasonal transitions. Quality remains strong across major growing regions.



Market UPDATE

eggplant



Supplies are transitioning smoothly as production shifts from Georgia to North Carolina and New Jersey, while Fresno remains the primary Western source. Quality is strong across growing regions, and upcoming Washington harvests should help maintain steady availability through late summer.

grapes



The California domestic season is in full swing, with strong volumes, excellent quality, and favorable sizing. As harvest progresses, supplies continue to improve, supporting attractive promotions and competitive summer pricing.

herbs



Supplies of basil, parsley, rosemary, mint, thyme, oregano, and most specialty herbs are adequate with good quality. Cilantro remains the most weather-sensitive item and should be monitored closely. Overall demand is balanced, though prolonged heat could impact shelf life on more delicate herbs.

kale



Supplies remain steady with good demand. Quality is fair, pricing is stable, and availability should remain consistent over the next few weeks.

lettuce



Green & Red Leaf: Supplies remain steady with improving quality and availability. Softer demand has eased pricing, and conditions are expected to continue improving in the coming weeks.

Iceberg: Supplies are strong, supported by

improved yields and better carton weights. Demand has softened, resulting in lower pricing, while quality continues to improve.

Romaine: Supplies are improving as regional production increases and demand eases. Better yields, carton weights, and field quality are supporting lower market pricing.

Tender Leaf: Supplies and quality continue to improve, with steady production out of Central California. Market conditions are stable with consistent availability expected.

melons



Cantaloupe: Domestic production continues to strengthen, with excellent quality, strong flavor, and increasing availability. Larger sizes remain more abundant, while smaller sizes may still command a premium. Overall market conditions remain favorable.

Honeydew: **ALERT** Prolonged heat and early-season growing stress have reduced yields, tightened supplies, and resulted in smaller sizing. Availability remains limited, and pricing is expected to stay elevated until production improves later this summer.

mushrooms



ALERT Supplies remain tight as demand strengthens and labor challenges impact harvests. Quality is fair, and limited availability is expected to persist through the summer, keeping markets elevated.

onions



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



Market UPDATE

onions green



Supplies remain plentiful, with Mexico serving as the primary source. Availability and pricing are expected to be stable over the next few weeks.

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 Supplies are improving as summer production expands in the East, with additional volume expected soon. Western supplies remain lighter but adequate. Quality is generally good despite some heat-related sizing issues in the East and recent weather pressure in Central Mexico, keeping the market in a gradually improving but still transitional state.

peppers chili



ALERT Supplies remain transitional, with uneven Eastern variety availability. New crops in MI, NY, and NJ should improve consistency in coming weeks. Western production from Baja, California, and Central Mexico remains the primary source, though rains in Central Mexico have pressured quality and Baja supplies are light, requiring close attention to availability and condition.

pineapples



Supplies remain steady with good availability and quality. While some sizing variability may occur, market conditions are stable, and no major supply disruptions are expected.

potatoes



RADAR Idaho is currently shipping Burbanks, with prices slightly higher but supplies remaining ample and expected to stay plentiful until the Norkotah harvest begins in early September. Acreage for the 2026 crop is down 4.8% year over year, but favorable weather, adequate irrigation, and strong crop conditions continue to support solid production potential. Fingerling supplies remain limited, with a short-term gap expected until mid-August.

squash



Supplies are adequate across growing regions. Eastern volumes remain lighter in NJ and early-season MI but are supported by local programs, while Western supplies are steady. Quality is strongest on zucchini, with yellow squash available despite minor cosmetic scarring.

tomatoes



ALERT Supplies are generally stable. Grape tomatoes remain on alert, with tight supplies gradually improving as Eastern production increases, though Western availability remains limited. Roma tomatoes are transitioning, with Eastern supplies expected to improve over the next one to two weeks while Western production stays steady. Round tomatoes remain well supplied, supported by strong yields, large sizing, and consistent quality.



Market UPDATE

in the news...

Rising Food Prices Drive Americans to Waste Less

With over half of American households adopting food-saving habits, food retailers have a prime opportunity to align their inventory, packaging and promotional strategies with consumer demand for affordability and waste reduction.

Jill Dutton | July 16, 2026 | thepacker.com

Rising grocery prices appear to be leading consumers to dramatically cut down on food waste to protect their wallets.

This shift is a key finding in a national study released by the food waste nonprofit ReFED, “American Households in 2026: Grocery Spending, Behavior Change and Food Waste Reduction.” In partnership with YouGov, ReFED conducted a nationally representative survey of 1,000 U.S. households to explore how the financial realities of grocery shopping are altering habits at home.

The research shows that consumers are responding to high food prices by making multiple small changes in their food shopping, preparation and management behaviors that are designed to get more value out of the food they purchase — similar to the “waste not, want not” habits of older generations, according to ReFED.

Making multiple small changes — including cutting back on non-essentials; checking what they already have at home before shopping; cooking and eating at home more often; and using leftovers more — rather than any single change on its own increased the probability of reporting less waste (8 to 11 percentage points, depending on whether spending had risen or fallen).

“Over the last two years, more and more consumers, and the media they read, have started to connect that reducing food waste in the home is one way to cope with high food prices and extend your food dollars,” says Marigold Walkins, director of research for ReFED. “Now we have recent data that backs up that connection, and more importantly, helps us understand how to magnify those behaviors and increase food waste reduction.”

Budget Strains and Habit Stacking

The study found that over two-thirds of households reported a shift in their annual grocery budgets, with 58% experiencing a budget increase — with 93% of those households blaming rising food prices for the spike. The median weekly grocery bill has climbed to approximately \$150, forcing affected families to absorb an average increase of \$50 per week.

High food prices are affecting consumers in different ways, ReFED shows; some are spending more, while some can’t afford the higher prices and are cutting back on what they buy. Households spending more on groceries were 29% more likely to report reduced waste than households with no change in grocery spending, and households spending less were 40% more likely. Among households that changed their grocery ...

[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