

Market **OUTLOOK**

Week 28: July 6-12, 2026



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Market **ALERT**

Apples
Asparagus
Berries
Cauliflower
Cantaloupe
Citrus
Eggplant
Lettuce
Peppers
Potatoes
Tomatoes

transportation

Nat'l Diesel Avg: \$4.668↓

Last Year: \$3.727↑

Nat'l Fuel Surcharge: \$0.65

Shortages: Freight market is easing

- extreme - GA
- slight - 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 highs in the 70s and lows in the 50s and 60s.

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

Yuma, AZ: Sunny skies with highs in the 100s and 110s and lows in the 80s.

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

Idaho Falls, ID: Sunny and partly cloudy skies with highs in the 80s and 90s and lows in the 50s.



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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 the 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 the transition to the 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 the new crop.

asparagus



ALERT Supply is tightening as Michigan, Washington, and Canadian seasons wind down, increasing reliance on Mexico and Peru. Peruvian shipments face occasional logistical challenges, while hot weather in Mexico may impact production and jumbo sizes. Quality remains generally good, though some variability is possible during the transition. Open size specs are recommended.

avocados



Supply remains strong, supported by steady Mexican production, California harvests, and growing Peruvian imports. Inventories are comfortable, demand remains healthy across retail and foodservice, and quality is excellent with strong oil content and eating characteristics. Larger fruit continues to dominate the size profile, while smaller counts remain somewhat tighter. Peru's increasing volumes should help maintain healthy inventories and limit upward price pressure, supporting stable availability and favorable buying conditions through much of 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: 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** Domestic production has started in Central CA but remains limited, while NC volumes are also very light. Demand exceeds supply, keeping prices elevated. Availability should improve over the next few weeks.

Blueberries: **ALERT** East Coast volumes continue to decline, though Michigan and the Pacific Northwest are adding limited supply. Availability is expected to improve, with stronger volumes and larger sizes arriving over the coming weeks.

Raspberries: **ALERT** Supplies are lighter and expected to tighten further in the near term. Strong demand is driving higher markets. Improved production from Central California is anticipated later this month.

Strawberries: Supplies are steady, though cooler temperatures have slightly reduced estimates. Demand has increased, but no weather disruptions are expected. Some smaller fruit and isolated quality concerns remain.



Market UPDATE

broccoli



Broccoli: Supplies are lighter than recent weeks, with demand increasing and market prices rising. Quality is fair. Production from Salinas and Santa Maria is tracking below forecasts, and lighter supplies are expected over the next few weeks.

Broccolini: Supplies continue to be steady with good demand and quality. Improved availability has lowered pricing, and both supplies and markets are expected to stay stable in the coming weeks.

brussels sprouts



Supplies and quality remain strong, with stable availability expected for the next few weeks. Pricing should remain steady, making this a good promotional item.

cabbages



Supplies, yields, and quality remain strong from Central California. Demand has increased, but contract and market pricing remain stable. Consistent availability is expected.

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



ALERT Supplies are lighter and demand is stronger than last week. Quality is fair, with production from Salinas and Santa Maria below forecast. Supplies are expected to remain tight, supporting higher market pricing.

celery



Supplies continue to improve as production transitions to Salinas. Demand is steady, quality is good, and increased availability is helping markets ease.

citrus



Limes: Mexican production has improved, supporting better volume and size consistency. Colombian imports continue to supplement supply and stabilize the market. Quality is generally acceptable, though some appearance and shelf-life concerns remain. Additional Mexican volume in July should support balanced market conditions.

Lemons: **RADAR** Supplies are adequate with strong internal quality and juice content. Larger sizes are readily available, while 165s and smaller remain tight. Southern Hemisphere imports are helping supplement supply. Small-size limitations are expected to persist, though overall quality remains good.

Oranges: **RADAR** California Valencias continue to offer excellent quality and sugar levels. Supply is improving, but smaller sizes (88s, 113s, and smaller) remain limited, while larger fruit is more abundant. Overall availability should remain good, though small-fruit shortages are expected to continue through summer.

corn



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



Market UPDATE

cucumbers



Supplies remain moderate as Eastern production transitions north from Georgia and North Carolina to New Jersey, Michigan, and New York. Quality is generally acceptable despite some late-season concerns. Baja and Central Mexico continue supplying the West, with overall availability expected to strengthen as northern regions ramp up.

eggplant



ALERT Supplies remain ample, led by Georgia with additional volume emerging from North Carolina. Western production from Fresno and Central Mexico is steady, with generally good quality. Availability is expected to remain stable and improve further as seasonal production expands and markets continue to ease.

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



Supplies remain balanced with good availability and quality across most items. California growing conditions continue to support steady production, though tender herbs require careful handling during summer heat. Cilantro remains the most vulnerable to short-term tightening, but conditions have improved from earlier in the season.

kale



Supplies are steady with good demand. Quality is fair, pricing is stable, and supplies from Oxnard

and Central California are expected to remain consistent.

lettuce



Green & Red Leaf: Supply conditions have improved, with better quality and recovery from earlier weather-related challenges. Market pricing has firmed as demand has eased. INSV continues to affect yields, though conditions are expected to improve in the coming weeks.

Iceberg: Supplies have improved and demand has eased, resulting in lower pricing. Carton weights are improving, though some INSV and lighter heads remain. Better forecasts should support continued market improvement.

Romaine: **ALERT** Availability continues to improve as regional programs reduce demand. Quality remains fair, with some head quality issues and INSV present. Markets are easing and should continue improving with better supplies.

Tender Leaf: Supplies and volumes remain strong. Stable availability and pricing are expected, while quality should continue improving as shipments come from Central California.

melons



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

mushrooms



Supplies are steady, demand remains strong, and quality is good. While summer can create supply fluctuations, current availability and pricing remain stable.



Market UPDATE

onions



Market pricing continues to trend upward as production transitions from El Centro to Five Points, resulting in tighter availability. New Mexico supplies remain available through mid-August. Quality remains strong across all growing regions and steady demand.

onions green



Supplies remain steady, primarily from Mexico. Availability and pricing are expected to stay favorable and stable through the coming 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 Eastern supplies remain light as Georgia winds down and North Carolina recovers from earlier heat impacts. Availability is expected to gradually improve as New Jersey and Michigan increase production. In the West, supplies are somewhat tight during the Bakersfield-to-Fresno transition but should improve as more regional programs come online.

peppers chili



ALERT Supplies are transitioning as Georgia winds down and Eastern production shifts to smaller regional growers. Western production is moving from Nogales to California, Baja, and Central Mexico. Overall supplies are light to moderate, with habaneros and anaheims remaining the

tightest items. Quality is generally good, and availability should improve as Michigan and Northeast programs ramp up.

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 298,915 acres 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.

squash



Supplies are steady across multiple Eastern growing regions as the market settles into summer production. Quality is generally good, with conditions improving in New Jersey. Western production continues from California, Oregon, Washington, Baja, and Central Mexico. Some California yellow squash quality issues persist, but northern regions are providing stronger quality.

tomatoes



ALERT Supplies remain tight but are expected to improve through July as production transitions



Market UPDATE

tomatoes cont...



north. Eastern growing regions are shifting from South Carolina to Virginia, Tennessee, North Carolina, and other local programs, with volumes expected to build after the July 4th holiday. In the West, California production is ramping up while

Mexico continues supplying light-to-moderate volumes from Baja and Central Mexico. Grape tomatoes remain the tightest category due to delayed Baja production, while Roma and Round supplies are gradually improving. Overall quality is good, though larger round sizes may be somewhat limited during the transition period.

in the news...

The Price of Your Fourth of July Cookout Just Hit a New Record

Taylor Leach | July 1, 2026 | thepacker.com

March Americans firing up the grill this Fourth of July can expect to spend more at the grocery store, with higher prices for beef, chicken, pork and fresh produce pushing the cost of a traditional holiday cookout to a record high.

According to the American Farm Bureau Federation's 2026 Summer Cookout Cost Survey, a classic Independence Day meal for 10 people will cost an average of \$73.82, or about \$7.38 per person. That's an increase of \$2.90, or 4%, from last year.

The survey includes holiday favorites such as cheeseburgers, chicken breasts, pork chops, potato chips, pork and beans, potato salad, fresh strawberries, lemonade, chocolate chip cookies and ice cream.

While the total is the highest since Farm Bureau launched the survey in

2016, the organization says the increase closely mirrors the broader economy.

"Families are seeing higher prices at the grocery store, but this year's cookout cost is generally moving in line with the broader economy," Farm Bureau says.

Overall U.S. inflation increased 4.2% during the 12 months ending in May, meaning the price of this year's cookout is rising at about the same pace as inflation overall.

Upgrade the Menu, Expect a Bigger Bill

The American Farm Bureau Federation's survey measures the cost of a traditional Fourth of July meal, but many hosts go beyond the basics with additional appetizers, desserts and drinks.

The Wells Fargo Agri-Food Institute estimates hosting a more complete summer barbecue for 10 people will cost about \$161, or roughly \$16 per guest, this year. The estimate includes a wider assortment of food and beverages, giving hosts a look at what it costs to offer guests more than the traditional cookout staples.

"While \$16 per person might sound like a lot initially, it represents a good value for all the food and beverages needed to host an outdoor celebration," the report says.

Beef Continues to Lead Price Increases

Ground beef remains one of the biggest drivers behind this year's higher grocery bill. Two pounds of ground beef now cost \$14.06, up 73 cents, or 5.5%, from...

[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