



Market ALERT

WEEK 31: July 27-August 2, 2026

asparagus



ALERT Supply remains firm as Mexico and Peru become the primary sources. Heat has reduced yields, especially on jumbo sizes, while quality remains generally good despite some sizing variability and occasional tip burn. Larger sizes remain the tightest, and upcoming Mexican volume should improve availability without creating excess supply.

berries



Blackberries: ALERT Demand continues to exceed supply, with shortages expected through mid-to-late August. Market conditions remain firm as availability stays limited. To help mitigate supply challenges, blueberries, raspberries, and strawberries are recommended as alternative berry options over the coming weeks.

celery



ALERT Supply remains light as demand increases, with production currently centered in Salinas, California. Quality is reported as fair, and reduced availability has driven market pricing higher. Supplies are expected to remain limited over the coming weeks, keeping markets firm and supporting elevated pricing.

mushrooms



ALERT Supplies of white and brown varieties remain limited as demand continues to strengthen. Quality is reported as fair, and seasonal summer fluctuations are expected to impact availability. Labor shortages are creating

additional harvest challenges, further tightening supply. Market conditions remain firm, with light availability expected through the summer and pricing continuing to trend higher.

peppers bell



ALERT Supply is improving as regional summer production increases, with Eastern growing areas adding volume and more availability expected. Western supplies remain lighter but sufficient. Quality is generally good, though heat has impacted sizing and yields in the East, while recent weather in Central Mexico has created some quality concerns. The market continues to improve but remains in a transitional phase.

peppers chili



ALERT Supply remains in transition, resulting in inconsistent variety availability. Production in Michigan, New York, and New Jersey is expected to improve supply and expand offerings. Western availability continues to rely on Baja, California, and Central Mexico, where recent rains have impacted quality and reduced Baja volume. Overall supply is adequate, but variability in availability and condition is expected to continue.

tomatoes



ALERT Grape supplies remain tight but are gradually improving as increased production from VA, TN, and NC boosts Eastern availability and provides strong quality fruit, while Western supplies remain limited and largely dependent on Baja production with only light support from Central Mexico, keeping overall market conditions firm despite modest supply gains.

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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