

Market OUTLOOK

Week 32: August 3-9, 2026



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Market ALERT

Apples
Asparagus
Beans
Blackberries
Celery
Citrus
Mushrooms
Peppers
Potatoes

transportation

Nat'l Diesel Avg: \$5.313↑

Last Year: \$3.727↑

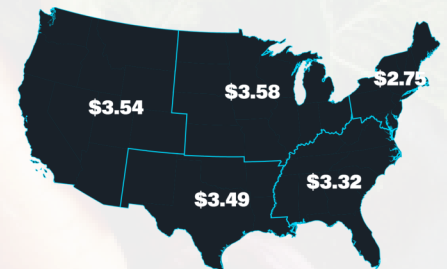
Nat'l Fuel Surcharge: \$0.74

Shortages: Freight market is easing

- extreme - CA
- slight - CA, DE, GA, MD, NC and VA

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 skies with highs in the mid to upper 70s and lows in the mid to upper 50s.

Yuma, AZ: Sunny skies with some clouds Wednesday and Sunday with highs in the 100s and 110s and lows in the upper 80s.

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

Idaho Falls, ID: Thunderstorms all week with PM storms Monday, Wednesday, and Sunday with highs in the 90s and lows in the 70's.



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Market UPDATE

apples



RADAR Washington apples continue 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 early September new crop arrivals. 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 tight entering August as domestic production winds down, leaving Mexico and Peru as the primary suppliers. Peruvian volumes are below normal, quality concerns persist in parts of Central Mexico, and jumbo sizes remain limited. Open specs are recommended where possible. Quality is generally acceptable, though occasional tip and shelf-life issues may occur on longer transit loads. Tight supplies are expected to continue through August.

avocados



Supply conditions continue to improve. Increased Mexican Flora Loca production, steady Peruvian imports, and California fruit are keeping inventories comfortable. Quality and eating characteristics remain strong, and markets have largely stabilized, creating favorable buying conditions.

bananas



Supplies remain stable with steady production, reliable shipping schedules, and strong quality. Supply and demand are well balanced, keeping market conditions and pricing favorable.

beans



Green Beans: Weather-related challenges across key growing regions have significantly tightened green bean supply, with Georgia, the Carolinas, Virginia, Ohio, and Wisconsin all producing below expectations or ending early. As harvest transitions into New York, supply remains limited while demand stays steady.

berries



Blackberries: **ALERT** Demand remains very strong while supplies stay limited. Domestic volumes from Central California are improving, with additional volume expected in early August, while imports from Mexico continue to help support orders.

Blueberries: Supplies continue to improve, supported by strong volumes from the Pacific Northwest. Forecasts are exceeding expectations, and good availability, including jumbo sizes, is expected to continue for the next several weeks.

Raspberries: Supplies continue to improve with strong production from Baja Mexico, and Watsonville. Demand has softened slightly. Steady supplies and favorable weather should create promotional opportunities over the next few weeks.

Strawberries: Supplies are down this week, with production currently from Watsonville/Salinas. Santa Maria harvests will begin next week. Demand has leveled off, but warmer temperatures are accelerating ripening and



Market UPDATE

berries cont...



creating some quality issues. With continued warm weather, supplies should return to normal next week. Quality is reported as fair.

broccoli



Broccoli: Supplies remain steady from Salinas and Santa Maria. Demand has eased, resulting in lower market pricing. Quality is fair, and steady supplies are expected to continue over the next few weeks.

Broccolini: Supplies and quality remain good this week. Demand is strong, and improved availability has kept pricing favorable. Both supplies and pricing are expected to remain steady in the coming weeks.

brussels sprouts



Supplies and quality continue to improve. Availability is expected to remain stable, with steady pricing supported by consistent demand.

cabbages



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

carrots



Production has fully recovered following the transition to the Imperial Valley. Supplies are abundant, quality is excellent, and sizing has returned to normal. Strong availability is expected to continue through the summer.

cauliflower



Supplies remain strong, with demand trending lower. Forecasts are better than expected, and improved volumes are pushing pricing downward. Supplies should remain adequate through the next few weeks.

celery



ALERT Supplies remain light while demand has increased. Product is shipping from Salinas, with fair quality reported. Tight availability has driven pricing higher, and supply constraints are expected to continue for the next few weeks.

citrus



Limes: Supplies have improved significantly due to strong Mexican harvests and steady Colombian imports. Markets remain balanced, though availability favors larger fruit. Quality is generally good, with occasional cosmetic and shelf-life concerns related to seasonal rains. Colombian imports continue to support market stability.

Lemons: **RADAR** Supplies are generally adequate, supported by California production and imports. Smaller sizes remain tighter while larger counts are more available. Quality is good overall, though some cosmetic defects persist. Strong demand continues to keep smaller sizes at a premium.

Oranges: **RADAR** California Valencia oranges continue to deliver excellent quality, juice content, and flavor. Small sizes (113s and 138s) remain limited, while larger fruit offers the best availability and value. Demand is expected to increase through August, adding further pressure to small-size inventories.



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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.

cucumbers



The market remains stable. Northern regions are driving Eastern supply, with Michigan production expected to increase over the next one to two weeks. Western supplies from Baja, Central Mexico, and Washington continue to provide reliable availability and consistent quality.

eggplant



The market is stable with stable supplies across both Eastern and Western regions. Production from the Southeast, Mid-Atlantic, Northeast, and California is meeting demand, while upcoming Washington harvests are expected to further improve availability in the coming weeks.

grapes



The California domestic season is in full swing, with strong volumes, excellent quality, and good sizing. As harvests increase, supplies continue to build, supporting promotional opportunities and competitive summer pricing.

herbs



Basil, parsley, rosemary, thyme, mint, oregano, and most specialty herbs remain readily available with strong quality. California and Mexico continue to provide stable production. Cilantro remains the most vulnerable item due to weather

and harvest variability. Demand is balanced, and shelf life is favorable across most varieties.

kale



Supplies are steady and demand remains healthy. Quality is fair, with product shipping from Central California. Supplies and pricing are expected to remain stable for the next few weeks.

lettuce



Green & Red Leaf: Supplies remain steady, though quality is only fair with occasional tip burn on outer leaves. Softer demand and improved availability continue to pressure pricing lower. Supplies should remain steady.

Iceberg: Supplies are good, and demand has softened, resulting in lower market pricing. Carton weights remain normal. Quality is fair, with occasional INSV reported in some fields. Good yields should support supplies and pricing.

Romaine: Supplies remain good as regional production increases. Carton weights are strong, while quality is fair with occasional tip burn and sporadic INSV. Steady yields should support stable pricing over the next few weeks.

Tender Leaf: Supplies are strong with consistent grower volumes. Quality has improved, and processors continue shipping from Central California. Stable supplies and pricing are expected in the weeks ahead.

melons



Strong San Joaquin Valley production has created temporary harvest overlaps, putting pressure on markets. Supplies are expected to normalize and stabilize within the next week as harvests normalize. Quality remains excellent, with cantaloupes delivering peak flavor and 13–16% brix, while honeydews show strong quality.



Market UPDATE

mushrooms



ALERT Supplies are limited as demand continues to rise. Quality is fair, and seasonal labor shortages are impacting harvests. Tight supplies and elevated pricing are expected to persist through the summer months.

onions



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

onions green



Supplies remain steady, with Mexico serving as the primary growing region. Availability and pricing are expected to remain 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 Anjou and Bosc are expected to wrap up within the next month.

peppers bell



Market conditions remain favorable with strong supplies across both eastern and western regions. Peak NJ production, along with volumes from Michigan, Canada, CA, and WA, is supporting ample availability and good quality.

peppers chili



ALERT The market remains stable overall. Eastern supplies are limited but expected to improve as

Michigan harvests begin, while production from Central Mexico, Baja, CA, and WA continues to provide steady availability and good quality. Cubanelles remain tight, while Anaheim and habanero markets are easing, though continued heat may slow market relief through August.

pineapples



Supplies remain steady with good availability and consistent quality. Some sizing variability may occur, but overall market conditions remain stable with no significant disruptions 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. Fingerling supplies remain limited, with a short-term gap expected over the next 4–6 weeks.

squash



Market conditions are generally stable, supported by widespread seasonal production in the East despite some weather-related quality variability. Western supplies are temporarily tighter during field transitions, though Washington production is helping maintain overall availability.

tomatoes



Supplies remain favorable across all varieties, with balanced grape markets supported by steady production from the East, Baja, and Central Mexico. Roma and round tomatoes are well supplied, benefiting from strong production across TN, NC, CA, and MX. Quality, sizing, and availability remain strong, with stable market conditions expected through August.



Market UPDATE

in the news...

4 Critical Steps Food Safety Leaders Must Take to Stop Cyclospora Outbreaks

Christina Herrick | July 22, 2026 | thepacker.com

The As the Leafy Greens Marketing Association webinar on the cyclospora outbreak began, Jennifer McEntire, founder of Food Safety Strategy and former chief food safety and regulatory officer for the International Fresh Produce Association, said it's natural to shift the focus to "What can we do to make sure this doesn't happen again?"

She says it's important to pause and look at what type of food safety measures are already in place and ask if those are sufficient.

"My assessment, based on the current LGMA metrics, is that they largely do address Cyclospora risks if they're followed, if they're implemented very well," she says.

Biological Barriers That Make Cyclospora Hard to Treat

McEntire shares some of the unique biological challenges to cyclospora that make it more difficult to manage than

E. coli or salmonella. First, McEntire says the parasite doesn't grow in a laboratory setting or on a product, which limits research and effective testing methods.

"Because we can't stick it in a test tube and create a culture of millions and billions of cyclospora we just don't have that much cyclospora to do research on to answer a number of questions that we have," she says.

She says the lack of organisms is a significant barrier to better understanding of treatment methods. It's also resistant to standard antimicrobial water treatments such as chlorine and peracetic acid.

"A really weird thing is that it's not immediately infectious," she says. "It seems that this organism needs some time outside of the host in order to transition to move through its life cycle and become infectious. ... It's not clear

that there's this direct fecal-oral route associated with illness."

McEntire says researchers don't really know why, but the illness strikes in the summertime, peaking in June and July. What researchers do know is that humans are the host and human fecal matter in sewage is the issue, she adds.

Why Prevention, Not Testing, Must Be the Focus

McEntire says there needs to be a focus needs to be on preventing the introduction of contaminated fecal matter, which could be through people directly (hands, shoes) or a contaminated water system through sewage.

"Preventing that introduction of fecal material is the top approach," she says. "I think it's kind of the only approach, one of the only really effective..."

[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!

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