

Market **OUTLOOK**

Week 34: August 17-23, 2026



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Market **ALERT**

Apples
Asparagus
Broccolini
Citrus
Mushrooms
Peppers
Potatoes
Strawberries

transportation

Nat'l Diesel Avg: \$5.257↓

Last Year: \$3.754↓

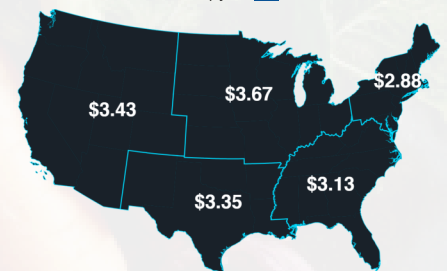
Nat'l Fuel Surcharge: \$0.73

Shortages: Freight market is easing

- extreme - CA
- slight - CA, DE, MD, 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 and some cloudy skies with highs in the 70s and lows in the 60s.

Salinas, CA: Partly cloudy skies with some sun with highs in the upper 60s and 70s and lows in the mid to upper 50s.

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

Immokalee, FL: PM thunderstorms and some sun throughout the week with highs in the 90s and lows in the mid 70s.

Idaho Falls, ID: Partly cloudy and sunny skies throughout the week with highs in the mid to upper 80s and lows in the 50s.



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Market UPDATE

apples



RADAR Washington storage crop inventories continue to wind down. Golden Delicious is one of the key varieties in transition, with 100-count and smaller sizes extremely tight. Most Washington packers have completed storage packs and are now shipping Ginger Golds, the first of the new-season gold varieties, followed by Gold Supreme. New crop Golden Delicious packing is expected to begin the first week of September.

asparagus



ALERT The market remains tight, with Mexico and Peru serving as the primary sources as North American production has largely ended. Peruvian yields continue to run below normal, while some regions in Central Mexico are still experiencing quality and sizing challenges, particularly for jumbo and larger sizes. Demand continues to outpace supply, keeping markets elevated. Overall quality is acceptable; however, occasional tip opening, reduced shelf life, and transit-related issues may occur. Significant supply improvement is not expected until September.

avocados



Market conditions remain generally favorable despite recent export disruptions from Mexico. The Flora Loca crop continues to drive Mexican production, supported by California harvests and Peruvian imports. Inventories are adequate, quality remains strong, and larger sizes are more readily available than smaller fruit. Demand is healthy but manageable, with pricing expected to remain relatively stable. Ripening may be slightly slower due to higher dry matter content. Supplies remain sufficient to meet foodservice demand.

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: Supplies and quality have improved in the Northeast. Market prices remain steady.

berries



Blackberries: Demand remains strong. Volumes are still light but continue to improve week over week. Central California supplies remain limited through August. New crop volume from Mexico is arriving and should help ease supply pressure.

Blueberries: Supplies remain steady with strong volume from the Pacific Northwest. Steady availability is expected over the next few weeks, with volumes declining in September. Jumbo sizes are winding down quickly.

Raspberries: Good volumes are available from Watsonville, Oxnard, and Baja Mexico. Demand has softened slightly. Favorable weather and strong supplies are creating good promotional opportunities over the next few weeks.

Strawberries: **ALERT** Very limited volume is starting from Santa Maria. Demand is increasing while supplies remain tight. Cooler temperatures have helped, but quality is still fair. Improved supplies are expected by mid-September.

broccoli



Broccoli: Supplies remain light and demand is increasing. Product is coming from Salinas and Santa Maria, with quality reported as fair. Market prices continue to rise and are expected to



Market UPDATE

broccoli cont...



remain elevated over the next few weeks.

Broccolini: **ALERT** Supplies are expected to remain tight over the next few weeks, with limited yields and increased demand. Quality is fair, and market prices have risen.

brussels sprouts



Supplies have tightened and are expected to remain light over the next few weeks. Reduced availability has pushed market pricing higher.

cabbages



Supplies, yields, and quality remain strong in Central California. Demand is steady, and both market and contract pricing remain stable. Supplies are expected to stay consistent.

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 will remain light over the next few weeks. Demand has strengthened, quality is fair, and market prices continue to increase. Product is shipping from Salinas and Santa Maria.

celery



Supplies have improved from Salinas. Demand remains good, with fair quality, and market pricing is easing with better availability. Steady supplies are expected for the next few weeks.

citrus



Limes: Supplies remain much improved compared to earlier this summer, supported by strong Mexican production and Colombian imports. Larger sizes continue to be most readily available. Recent rainfall in growing regions has increased the risk of cosmetic defects, oil spotting, and reduced shelf life. While overall supplies remain adequate, market activity is expected to increase as harvest cycles tighten later in August.

Lemons: **RADAR** California production continues to support good availability. Overall supplies are adequate, though smaller sizes remain tighter than larger counts. Demand is increasing as schools and institutions resume ordering. Quality remains strong with good color and juice content, despite some cosmetic defects. Market conditions should remain relatively steady, with the greatest pricing pressure on smaller fruit.

Oranges: **ALERT** California growers continue to face a severe shortage of small-size fruit. Weather conditions shifted sizing heavily toward larger counts, significantly reducing availability of smaller sizes. The situation is not expected to improve through the remainder of the Valencia season. Buyers are encouraged to remain flexible on size specifications.

cucumbers



Supplies remain moderate, with adequate availability supported by Eastern production and local deals. Quality is generally good, and supplies are expected to stay stable. In the West, Baja is experiencing a brief production lull, but new plantings should improve volumes and quality within the next week.



Market UPDATE

eggplant



Supplies remain ample, supported by strong Eastern production and steady volumes from California and Washington. Quality is generally good, and availability is expected to remain favorable in the near term.

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



Supplies remain stable. Basil, parsley, rosemary, thyme, mint, oregano, and most specialties are readily available with strong quality from California and Mexico. Demand is balanced, and shelf life remains favorable. Cilantro continues to be the primary watch item due to weather sensitivity and harvest variability. While supplies are sufficient, excessive heat could impact quality and shorten shelf life. No major market volatility is expected this week.

kale



Supplies are steady from Central California. Demand remains good, quality is fair, and market pricing is expected to remain stable.

lettuce



Green & Red Leaf: Supplies remain steady, though quality is only fair with occasional tip burn on outer leaves. Softer demand and improved availability have lowered market pricing. Steady supplies are expected in the coming weeks.

Iceberg: Supplies remain steady, and demand has slowed, leading to lower market pricing. Carton weights are normal. Quality is fair, with some sporadic INSV reported. Steady yields should support stable pricing in the weeks ahead.

Romaine: Supplies remain steady as demand softens due to increased regional production. Carton weights are fair. Quality is fair with occasional tip burn and some INSV. Stable yields should keep pricing steady over the next few weeks.

Tender Leaf: Supplies are good with steady grower volumes. Quality has improved, and steady supplies with stable pricing are expected over the next few weeks.

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.

mushrooms



ALERT Supplies are lower while demand has increased in recent weeks. Quality is fair, and labor challenges are continuing to impact production. Supplies are expected to remain tight through the summer, with elevated market pricing.

onions



Most shippers are transitioning back to Idaho, while California and New Mexico remain active with supplies available for the next few weeks. All colors and sizes are available, with good quality, and market prices have decreased slightly.



Market UPDATE

onions green



Supplies remain steady from Mexico, though excessive heat is causing some field-level quality concerns. Availability is expected to be fair, and pricing has increased. Supplies should remain adequate despite continued heat-related challenges.

pears



Anjou has 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



Supplies remain strong nationwide, supported by robust Eastern production and steady harvests in California and Washington. Quality is generally good, and availability is expected to remain strong in the near term.

peppers chili



ALERT Supplies are improving, with production across several states providing adequate coverage despite typical regional variability. Availability should become more consistent as Michigan ramps up production. In the West, supplies remain steady from Baja, Central Mexico, California, and Washington, though habaneros and anaheims remain tight until new harvests begin in the coming weeks.

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 Burbank supplies are wrapping up as harvesting begins on Norkotah. Market prices have increased. Although acreage for the 2026 crop is down 4.8% year over year, favorable weather, adequate irrigation, and strong crop conditions continue to support solid production potential. Fingerling supplies remain limited, with a short-term gap expected to continue for another week.

squash



Supplies remain ample, with stronger Northern production supporting overall availability. Quality and volumes vary by region, but supplies are expected to remain adequate as New Jersey and Santa Maria increase production, while Baja volumes stay light.

tomatoes



Supplies remain generally adequate across grape, Roma, and round varieties, supported by steady production in Virginia, the Eastern U.S., California, Baja, and Mexico. Recent rainfall has created some quality and harvest challenges in eastern growing regions, though overall quality remains good and Virginia has maintained strong grape tomato pack-outs. Round tomato production is transitioning to Tennessee and North Carolina, with slightly smaller sizing reported in the West and temporary tightening in Baja. While Central Mexico volumes remain light for grape and round tomatoes, supplies are expected to improve through August, supporting stable availability in the coming weeks.



Market UPDATE

in the news...

A vaccine for trees: The new virus-powered weapon joining the fight against HLB

Carla Espinoza Gutiérrez | August 13, 2026 | freshfruitportal.com

The In Florida's citrus belt, where rows of once-productive groves now stand thinned and struggling, a new kind of intervention is quietly moving from the lab into commercial plantations. The tool at the center of it all is a virus—one engineered to turn citrus trees into their own source of disease defense, much like the modern vaccine.

The approach aims to help in the fight against Huanglongbing (HLB), or citrus greening, a disease that has decimated the state's citrus industry over the past two decades.

Maryland-based company Silvec Biologics developed a modified Citrus tristeza virus to "inoculate" trees and induce them to produce a natural antimicrobial peptide found in spinach, called "defensin." This compound, President and co-founder Rafael Simon explained to FreshFruitPortal.com, has been shown to reduce citrus greening levels and provide long-term

protection without modifying the tree's genome.

The product was recently registered for unrestricted commercial use under the United States Environmental Protection Agency's (EPA) Federal Insecticide, Fungicide, and Rodenticide Act.

"You have third- and fourth-generation growers with this passion for the crop, and driving through Central Florida, you see nothing but endless rows of dead trees. It's heartbreaking," Simon explained of the company's motivation behind the solution.

A virus-turned-delivery system enters the grove

Viruses are incredibly adept at infiltrating plants, replicating, and hijacking cellular machinery to produce the proteins they need to survive, Simon explained of the tool's nature. Silvec's technology leverages precisely

this aspect by inserting a specific genetic sequence into the virus, and then letting it do the heavy lifting.

"As it spreads throughout the plant's cells, it not only continues its natural replication process but also coerces the plant into producing the therapeutic protein we've introduced. In essence, we trick the plant into synthesizing the very protein it needs to cure itself," Simon explained.

Future iterations could target additional citrus pathogens, nematodes, fungi, insect pests and other bacteria and viruses.

The company works with a Florida nursery partner that has maintained treated mother trees for more than a year. Those trees supply budwood that enters standard grafting and budding workflows, allowing the technology to move through existing production...

[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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