

Market OUTLOOK

Week 35: August 24-30, 2026



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Market ALERT

Apples
Asparagus
Broccolini
Brussels
Citrus
Mushrooms
Peppers
Squash
Strawberries
Tomatoes

transportation

Nat'l Diesel Avg: \$5.454↑

Last Year: \$3.713↓

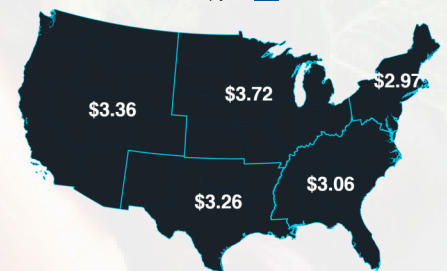
Nat'l Fuel Surcharge: \$0.76

Shortages: Freight market is easing

- extreme - none
- 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 80s and lows in the mid to upper 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: Mostly sunny skies with highs in the 110s and lows in the mid to upper 80s.

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

Idaho Falls, ID: Cloudy and sunny skies with highs in the 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 challenged as domestic production winds down and supplies rely heavily on Mexico and Peru. Availability is light, especially on jumbo and XL sizes, while demand continues to exceed supply. Quality is generally acceptable, but sizing inconsistencies and limited larger sizes persist. Markets are expected to stay elevated through early September, and size flexibility is recommended.

avocados



Supplies remain favorable, with Mexico providing the bulk of volume supplemented by California and Peru. Quality is good, inventories are sufficient, and larger sizes remain more readily available than smaller counts. Overall availability is expected to stay strong through early September.

bananas



Supplies remain stable with steady production, reliable shipping schedules, and strong quality. Supply and demand are well balanced, keeping the overall 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 this week. Favorable weather and strong supplies are expected over the next few weeks.

Strawberries: **ALERT** Volumes will remain light through the rest of the month from Watsonville/Salinas. Warmer temperatures boosted production last month, but plants are now showing stress, resulting in lower yields and fair quality. Very limited volume is beginning from Santa Maria. Demand is increasing while supplies remain constrained. Cooler temperatures have returned, and supplies are expected to improve by mid-September.

broccoli



Broccoli: Supplies remain light as demand continues to increase. Product is coming from Salinas and Santa Maria, with quality reported as fair. Some insect pressure is impacting yields. Markets are expected to strengthen over the next few weeks due to tight supplies and high demand.



Market UPDATE

broccoli cont...



Broccolini: **ALERT** Supplies are lighter than previous weeks, with limited yields and increased demand. Quality is fair, and market pricing continues to rise. Tight supplies and elevated markets are expected to persist for the next several weeks.

brussels sprouts



ALERT Supplies have tightened significantly and are expected to remain light over the next few weeks. Continued demand and reduced availability are driving higher market prices.

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 are steady but expected to tighten in the coming weeks. Demand has increased, quality remains fair, and product is shipping from Salinas and Santa Maria. Market pricing is expected to trend higher as availability declines.

celery



Supplies have improved and are expected to remain steady for the next few weeks. Demand

remains good, with production from Salinas and Santa Maria. Quality is fair, and market pricing continues to soften with better availability.

citrus



Limes: Supplies are balanced, with Mexico providing sufficient volume to meet demand. Quality is generally good, though occasional sizing challenges persist due to weather and harvest variability. Markets are expected to remain steady.

Lemons: **RADAR** Supplies remain adequate, though availability is tighter on smaller sizes as sizing continues to favor larger fruit. Quality is strong, and demand is supporting steady to slightly higher markets.

Oranges: **ALERT** Supplies remain stable with good quality and adequate California production. Sizing continues to favor larger fruit, with smaller sizes less available. Demand has strengthened modestly as schools return and foodservice activity normalizes, while markets remain steady. Quality remains favorable with strong internal condition and appearance.

cucumbers



Supplies are adequate, led by strong production in Michigan and other Eastern regions. Western availability is tighter due to Baja production gaps but is expected to improve as new acreage comes online. Quality remains good.

eggplant



Supplies remain steady nationwide, supported by strong Eastern production and consistent volumes from California and Washington. Quality is good, and availability is expected to remain strong.



Market UPDATE

grapes



California production is in full swing, with supply steady and market conditions fully normalized.

herbs



Supplies remain balanced with steady production in California and Mexico. Quality is generally good across most varieties, though cilantro remains prone to periodic fluctuations, and some delicate herbs continue to see shorter shelf life in transit. Markets remain stable.

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 with fair quality. Some tip burn is present on outer leaves. Improved availability and softer demand continue to ease market pricing. Steady supplies are expected over the next few weeks.

Iceberg: Supplies remain steady, though demand has increased. Carton weights are normal, and quality is fair, with some reports of INSV in the field. Yields may be impacted in the coming weeks, which could drive markets higher.

Romaine: Supplies remain steady as demand increases. Quality is fair, with occasional tip burn and signs of INSV. Yields have become more variable, and the market is expected to strengthen as higher demand coincides with fluctuating production.

Tender Leaf: Supplies and volumes remain strong, with improved quality reported from Central California. Markets are expected to

remain stable over the next few weeks.

melons



Honeydew and cantaloupe markets have strengthened due to increased demand, driven by Eastern rain-related disruptions that shifted buyers west and retailer promotions ahead of Labor Day. Quality is excellent on both items.

mushrooms



ALERT Supplies remain limited while demand continues to increase. Quality is fair, and labor shortages at farms are creating additional harvest challenges. Supplies are expected to stay tight through the remainder of the summer, with elevated market pricing.

onions



California and New Mexico are winding down as Idaho begins harvesting. Super and colossal sizes are expected to be tighter this season due to the impact of recent wildfires, which reduced the availability of larger-sized onions and may keep pricing elevated.

onions green



Supplies are lighter, with Mexico remaining the primary growing region. Excessive heat is causing quality issues and reducing availability. Markets have strengthened and are expected to remain elevated as heat continues to impact production.

peppers bell



RADAR Supplies are slightly snug due to a temporary gap in Canadian production and lighter Western Canadian yields. Quality remains good, while Central Mexico continues to provide steady hothouse volumes despite smaller sizing.



Market UPDATE

peppers chili



ALERT Supplies have improved with active harvests underway in Michigan and Ohio, providing good availability across most varieties. Habaneros and, to a lesser extent, serrano remain the tightest items, though supplies should improve as Washington production ramps up and new Baja crops come online. Overall quality is good across growing regions, with only isolated weather-related issues reported.

pineapples



Supplies remain steady with good availability and consistent quality. Overall market conditions remain stable with no significant disruptions expected.

potatoes



Burbank supplies are wrapping up as harvesting begins on Norkotah. Market prices have slightly 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.

squash



RADAR Supplies remain somewhat tight due to weather impacts and seasonal transitions. Northern regions are helping offset lower volumes, and Western supplies should improve as Santa Maria production ramps up. Quality is generally acceptable.

tomatoes



RADAR Supplies are generally stable, though availability is tightening in some segments. Grape tomatoes remain slightly lighter due to reduced production in Virginia, central Mexico, and Camalu, while round are tightening as eastern local programs wind down and Mexican production remains light. Roma supplies continue to be steady, supported by strong production in Tennessee and California, with modest improvements expected from Baja and Central Mexico. Overall quality remains good across all varieties, with weather-related defects being effectively managed through grading and packing practices.





Market UPDATE

in the news...

The Promise and Pitfalls of Compostable Packaging

Tom Burfield | August 20, 2026 | thepacker.com

Packaging is quickly becoming a top priority for the produce industry as pressure intensifies from government, retailers and consumers to implement solutions that are sustainable and environmentally friendly while still fulfilling their main task of protecting the product.

Compostable packaging is seen by many as an option to fill at least some of those requirements, but some see potential drawbacks as well.

A Case for Compostable Options

Compostable packaging has become a common offering across many packaging categories, including produce, foodservice, poly bags and others, says Olga Kachook, director of the Sustainable Packaging Coalition, Charlottesville, Va.

The primary advantage of compostable packaging is that it's usually made with bio-based resources, which help reduce reliance on fossil fuel inputs, she says.

"When compostable packaging is composted alongside food scraps, it becomes part of a circular and typically local system of waste disposal and regeneration, contributing to compost as a finished product," Kachook says.

Compostable packaging works for applications where there's food residue or food waste that shouldn't go into the recycling stream, she adds.

For example, if produce wilts or spoils, compostable packaging enables consumers or retailers to toss the packaging and its contents directly into the compost, eliminating the need for any rinsing or cleaning.

Commercially available compostable materials, including compostable mesh and flexible films, are used to make some of the custom produce packaging solutions from Collinsville, Ill.-based Sev-Rend, says Alysha Lowe, marketing specialist.

"We work closely with customers to evaluate material options and develop packaging designs that balance sustainability objectives with product protection, operational efficiency and overall cost considerations," she says.

The company has offered compostable packaging solutions for more than five years as part of its commitment to provide customers with a range of sustainable packaging options, Lowe says.

The Price Factor

The cost of compostable packaging

versus traditional materials can vary.

"This really depends on the specific product and application," Kachook says.

When compostable packaging comes at a higher cost than traditional options, retailers and consumers may be less willing to pay for it.

Retailers generally are supportive of compostable packaging and its sustainability message, but they must balance sustainability goals with cost pressures, Lowe says.

"While interest remains strong, higher packaging costs can make widespread adoption challenging, unless the benefits clearly justify the additional investment," she says.

Likewise, many consumers express a preference for more sustainable packaging, including compostable materials, but purchase decisions are often influenced by price, particularly in produce categories, she says.

"As a result, there can be a disconnect between consumer interest in sustainable packaging and a willingness to absorb the additional costs associated with compostable...."

[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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