

Market OUTLOOK

Week 33: August 10-16, 2026



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Market ALERT

Apples
Asparagus
Avocados
Beans
Blackberries
Citrus
Mushrooms
Peppers
Potatoes

transportation

Nat'l Diesel Avg: \$5.348↑

Last Year: \$3.8↑

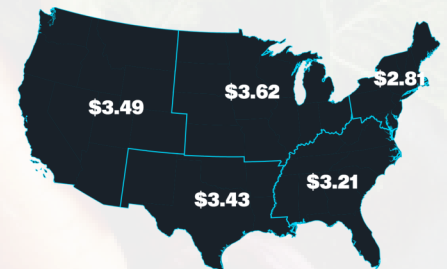
Nat'l Fuel Surcharge: \$0.75

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: Partly cloudy skies with some sun on Sunday with highs in the 70s and lows in the 60s.

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

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

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

Idaho Falls, ID: Partly cloudy skies all week with sun on Monday with highs in the 80s and 90s and lows in the 50'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 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



ALERT USDA activities in Michoacán have been temporarily suspended due to a security alert, resulting in a halt to packing and shipping operations. APEAM leadership is meeting with authorities in Mexico City and remains in close communication with USDA officials to help resolve the situation and minimize potential disruptions. From a market perspective, the continued suspension of exports has the potential

to tighten U.S. supply. Additional updates will be provided as more information becomes available.

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: **ALERT** Demand continues to exceed supply, keeping availability tight. Domestic production from Central California remains steady through August, and new crop volumes from Mexico are helping ease some supply pressure.

Blueberries: Supplies remain steady, with strong volume from the Pacific Northwest. Forecasts remain favorable, and steady availability is expected over the next several weeks. Jumbo sizes are beginning to wind down, but overall supplies remain good.

Raspberries: Supplies continue to improve with strong production from Baja Mexico and Watsonville. Demand has softened slightly, creating promotional opportunities over the coming weeks. Favorable weather should support steady supplies.

Strawberries: Volumes are easing in Watsonville and Salinas as the season moves past peak production. Recent warm weather boosted production but has also stressed plants, leading to lower yields and fair quality in some fields. Santa Maria volume is increasing, while rising demand and continued warm temperatures are expected to keep supplies tight with fair quality.



Market UPDATE

broccoli



Broccoli: Supplies are lighter than recent weeks while demand continues to increase. Product is coming from Salinas and Santa Maria, with quality reported as fair. Market prices have risen and supplies are expected to remain tight over the next few weeks.

Broccolini: Supplies are lighter and demand has increased, driving higher market prices. Quality remains good, but availability is expected to stay limited through the next few weeks.

brussels sprouts



Supplies and quality remain strong. Availability is expected to stay steady, supporting stable pricing over the next few weeks.

cabbages



Supplies remain steady with good yields and quality from Central California. Demand and pricing are stable, and availability is expected to remain 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 lighter this week as demand strengthens. Product from Salinas and Santa Maria is showing fair quality. Market prices continue to rise due to tighter availability.

celery



Supplies remain limited out of Salinas. Demand has increased, quality is fair, and market prices remain elevated. Light supplies are expected for the next several weeks.

citrus



Limes: Supplies are adequate across most sizes, with quality showing improved consistency. Market conditions are expected to remain stable, though weather in key growing regions is being monitored. Demand remains healthy across both retail and foodservice channels.

Lemons: **RADAR** Markets are expected to remain firm. Larger fruit is available, while smaller sizes are limited. Demand is steady, especially from foodservice buyers. Quality is generally good, although some cosmetic variability persists. Size imbalances continue to support stronger pricing.

Oranges: **RADAR** Overall supplies are adequate, but availability continues to favor larger sizes. Smaller fruit remains tight as institutional and school demand increases. Quality is good with normal seasonal variation. Buyers seeking smaller counts should expect continued supply pressure.

cucumbers



Northern growing regions are driving Eastern supplies, with Michigan production expected to increase over the next one to two weeks. In the West, consistent volume from Baja, supported by Central Mexico and Washington, continues to provide reliable availability and good quality.

eggplant



Supplies are light to moderate but generally adequate across both regions. Production from the Southeast, Mid-Atlantic, and Northeast,



Market UPDATE

eggplant cont...



combined with steady California volume, is meeting current demand. Upcoming harvests in Washington are expected to further improve availability in the weeks ahead.

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 are adequate across most varieties, including basil, parsley, rosemary, oregano, thyme, and mint. Quality remains strong due to favorable growing conditions. Cilantro may see occasional availability fluctuations because of weather sensitivity. Demand is expected to remain steady through the summer.

kale



Supplies are steady with good demand. Quality is fair, and product is shipping from Central California. 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. Softer demand and improved availability have eased pricing, and supplies should remain consistent.

Iceberg: Supplies remain steady while demand has slowed, resulting in lower market prices. Carton weights are normal, quality is fair, and

occasional INSV. Strong yields should support stable pricing in the coming weeks.

Romaine: Supplies remain good as demand softens with increased regional production. Carton weights are strong, though occasional tip burn and INSV are being reported. Steady yields should keep markets stable.

Tender Leaf: Supplies remain strong with steady grower volume from Central California. Quality has improved, and both supply and pricing are expected to remain stable.

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 continue to impact production. Supplies are expected to remain tight through the summer, with elevated market pricing.

onions



Supplies are now being shipped from California, Idaho, and New Mexico. 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 source. Good availability and stable pricing are expected over the next few weeks.



Market UPDATE

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



Supplies are strong and increasing across the country. Peak production in New Jersey, along with volume from other Eastern regions, Michigan, and Canada, is supporting ample availability. California and Washington continue to provide steady supplies and good quality, keeping the market well supplied.

peppers chili



ALERT Supplies are generally adequate across Eastern and Western growing regions. Eastern production from several smaller programs is meeting demand, with upcoming harvests expected to improve volume and consistency. In the West, Baja remains the primary source, supported by Central Mexico, California, and emerging Washington production. Habanero peppers remain limited, but new crop harvests are expected to improve availability soon.

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. Norkotah has begun harvesting. Acreage for the 2026 crop is down 4.8% year over year, but favorable weather, adequate irrigation, and strong crop conditions continue to support solid production potential. Fingerling remain limited, with a short-term gap expected the next couple of weeks.

squash



Eastern production is supporting overall supply, despite some weather-related quality challenges. Western supplies are temporarily tighter as growers transition between fields, though ongoing production from Washington is helping maintain market availability.

tomatoes



Supplies remain stable to strong, with good quality and balanced market conditions. Grape tomatoes have steady Eastern and Western supplies, supported by improved packouts and consistent production from Baja and Central Mexico. Roma tomatoes continue to see ample availability from strong California yields, steady Eastern production, and reliable imports. Round tomatoes are also well supplied, with Eastern production shifting to Tennessee and strong Western volume keeping markets stable.



Market UPDATE

in the news...

Mexican Hass Avocado Association Says U.S. Inspection Halt Unlikely to Disrupt Supply

Reuters | August 6, 2026 | thepacker.com

The Mexican Hass Avocado Association said on Thursday it does not expect the pause of U.S. export inspections to significantly hurt cross-border sales, as authorities scramble to restore operations in Michoacan state following a suspension triggered by security concerns.

The suspension, announced Wednesday as part of a statewide alert, is the latest disruption to the lucrative avocado trade tied to security concerns for U.S. inspectors in the region.

Organized crime groups in Michoacan, Mexico's top avocado-producing state, have long targeted growers and exporters through extortion and other criminal activities.

"While the situation continues to evolve, current supply chain conditions are expected to support near-term U.S. market needs," the Mexican Hass

association said in a letter to members. "Product already in the supply chain and existing inventories are expected to continue meeting customer demand."

U.S. officials have not said how long the suspension will remain in place, as Mexican authorities were moving to restore operations.

A Michoacan government official told Reuters on Thursday that authorities believe the U.S. security alert may have been triggered by violence following the weekend arrest of alleged cartel leader Alfonso Fernandez Magallon, known as "La Quiringua."

Fernandez Magallon was wanted by the U.S. State Department as the suspected leader of the Los Reyes Cartel in Michoacan, the official said. Following the arrest, a bus was set on fire in what authorities suspect was retaliation by supporters of the

criminal group.

"They saw that danger and stopped operations," said the official, who was not authorized to speak publicly.

The official added that authorities had also received unconfirmed reports that a U.S. Department of Agriculture inspector may have been threatened.

The USDA did not immediately respond to a request for comment.

More than 1,500 soldiers and National Guard personnel were deployed to Michoacan, while President Claudia Sheinbaum said her government was coordinating a "work plan" with the U.S. Embassy to guarantee the safety of inspectors in areas where National Guard coverage had previously been limited.

[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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