

Market **OUTLOOK**

Week 37: September 7-13, 2026



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Market **ALERT**

Asparagus
Berries
Brussels Sprouts
Cauliflower
Cilantro
Citrus
Green Onions
Honeydew
Lettuce
Mushrooms
Peppers
Squash
Tomatoes

transportation

Nat'l Diesel Avg: \$5.599↓

Last Year: \$3.734↑

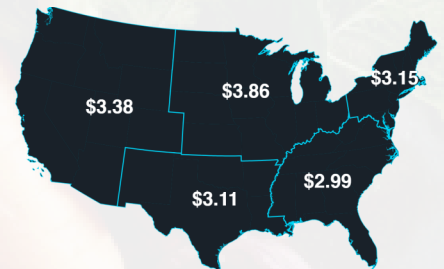
Nat'l Fuel Surcharge: \$0.79

Shortages: Freight market is easing

- **extreme** - CA, DE, MD, VA, & WA
- **slight** - CA, AZ, DE, MD, VA, & WA

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 highs in the 70s and lows in the 60s.

Salinas, CA: Sunny and partly cloudy skies with highs in the 70s and lows in the 50s.

Yuma, AZ: Mostly sunny skies with highs in the 100s and lows in the 80s.

Immokalee, FL: Thunderstorms with highs in the lower 90s and lows in the 70s.

Idaho Falls, ID: Partly cloudy skies with highs in the 70s and lows in the 40s.



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Market UPDATE

apples



Washington harvest continues to gain momentum, with good quality, balanced sizing, and favorable crop conditions despite isolated weather challenges. A slightly smaller crop than last season is supporting stronger market fundamentals and healthier pricing. New-crop Gala, Honeycrisp, early Fuji, and other varieties are becoming more widely available as harvest activity expands. Demand is solid, supported by reduced production in some competing regions. Pricing is expected to remain firm but stable as harvest volume builds through September.

asparagus



ALERT The market remains very challenged. Supplies continue to rely primarily on Peru and Mexico, as domestic production remains limited. Peruvian output is still below seasonal expectations, with warm growing conditions reducing export volume and creating ongoing shortages. Jumbo, XL, and large sizes remain especially difficult to source, while standard and small sizes offer the best availability. Demand continues to outpace supply across foodservice and retail channels, keeping FOBs elevated. Quality is generally acceptable, though buyers should expect occasional open tips, feathering, dehydration, size inconsistencies, and reduced shelf life. Market conditions are expected to stay firm, with little relief anticipated next week.

avocados



Availability remains favorable, supported primarily by Mexico as California and Peru gradually wind down. Inventories are sufficient, and overall quality is good. Demand remains healthy following Labor Day activity, with supplies adequate to meet foodservice needs. Ripening performance may vary due to mixed-origin fruit

and varying dry matter levels, but overall market conditions remain stable. Markets are expected to hold mostly steady.

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 remains strong as domestic volumes continue to decline and are not expected to improve until October. New crop volume from Mexico has started but remains light. Supplies are expected to improve weekly and are currently sufficient to cover contract commitments. Quality is good.

Blueberries: Domestic supplies continue to decline, with remaining volume coming primarily from the Pacific Northwest. Import arrivals from Peru are helping supplement availability. Jumbo domestic fruit is winding down quickly, and lighter volumes are expected through September and October. Supplies will remain tight, keeping markets active in the months ahead.

Raspberries: Domestic production is past its peak and continues to decline, while Mexican supplies are increasing. Demand remains steady, with availability expected to improve week over week. Quality is good, and volumes should remain stable over the next few weeks.

Strawberries: **ALERT** Volumes remain light from Watsonville/Salinas, though Santa Maria production is increasing and should continue



Market UPDATE

berries cont...



improving through September. Oxnard will begin ramping up in October. Demand has strengthened while supplies remain limited. Cooler temperatures have helped, but quality remains only fair. Better availability is expected by mid to late September.

broccoli



Broccoli: Supplies remain adequate, but demand has increased in recent weeks. Quality is only fair, with some pin rot and insect pressure reported due to temperature fluctuations. Availability is expected to be challenged over the next few weeks, keeping markets active.

Broccolini: Supplies and yields have improved this week, leading to better availability and pricing. Quality remains fair. Supplies and market conditions are expected to remain steady over the next few weeks.

brussels sprouts



ALERT Supplies remain very light and have tightened quickly. Availability is expected to stay limited over the next several weeks, while continued demand is likely to keep market conditions active.

cabbages



Supplies are steady, though yields are slightly lighter. Quality is reported as fair, and demand remains steady. Market pricing has become more active and is expected to remain firm over the next few weeks.

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



ALERT Supplies are expected to tighten further next week as delayed field production creates a supply gap. Demand has increased, and quality remains fair. Availability is expected to stay very limited over the next several weeks, with stronger market pressure likely.

celery



Supplies and demand remain steady with fair quality. Improved supplies should keep market pricing stable over the next few weeks.

citrus



Limes: Supplies remain primarily supported by Mexico, with generally adequate availability across most sizes. Growing conditions continue to support consistent harvests and steady shipments into the U.S. market. Demand remains healthy and balanced, maintaining stable market conditions. Quality is generally good, with acceptable color, juice content, and shelf life.

Lemons: **RADAR** California remains the primary source, with Desert and Coastal districts providing most shipments. Supplies are generally adequate, though sizing continues to favor larger fruit, creating occasional pressure on smaller counts. Foodservice demand is steady, and quality remains strong with good color, juice content, and pack-outs. Markets are expected to remain mostly stable, although heat-related impacts on harvesting or transportation could cause short-term tightening on select specifications.



Market UPDATE

citrus cont...



Oranges: RADAR The market continues its transition through late-summer California production. Supplies remain adequate, with good quality and sizing across most specifications. Foodservice demand is steady, allowing inventories to support current movement. Markets should remain relatively stable, though smaller sizes may occasionally experience stronger demand. Quality remains favorable, with strong internal characteristics and acceptable external appearance.

cucumbers



Supplies remain solid, with strong eastern production providing ample availability and good quality. Additional volume from North Carolina fall crops and new Baja plantings is supporting a smooth seasonal transition, keeping supply and quality favorable across both regions.

eggplant



Supplies remain steady with good availability across multiple growing regions. Eastern local programs, Fresno, Washington, and lighter Mexican production continue to support a well-supplied market with generally good quality.

grapes



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

herbs



Supplies remain steady with good availability across basil, parsley, rosemary, thyme, oregano, mint, and most specialty items. Quality is favorable throughout major growing regions, supporting reliable harvests and shipments.

Demand remains balanced, keeping markets relatively stable. Current growing conditions support continued availability, although late-summer heat could create localized quality concerns.

Cilantro: ALERT Supplies remain light due to lower yields and ongoing insect pressure. Quality is only fair, while demand remains good. Limited availability is expected to persist, keeping markets active in the coming weeks.

kale



Supplies are steady, and demand remains good. Quality is fair, and supplies and market pricing are expected to remain stable.

lettuce



Green & Red Leaf: Supplies are steady with fair quality and occasional outer leaf tip burn. Improved availability and softer demand have eased market conditions. Supplies are expected to remain stable over the next few weeks.

Iceberg: ALERT Supplies are lighter than recent weeks as demand increases. Carton weights are trending lower, and growers report fair quality with some INSV, Sclerotinia, and yield concerns. Production is expected to remain constrained over the coming weeks, keeping markets active.

Romaine: Supplies are adequate, though demand has increased. Quality is fair with occasional tip burn, INSV, and Sclerotinia concerns. Yields remain inconsistent, and stronger demand is expected to keep markets firm in the coming weeks.

Tender Leaf: Supplies are steady, but quality is only fair. Increased insect pressure from warm temperatures and humidity is causing some inconsistency. Market conditions are expected to remain stable over the next few weeks.



Market UPDATE

melons



Cantaloupe: Production remains heavily skewed toward jumbo fruit and 9s, with only 10-15% of harvests yielding 12s or smaller. This sizing trend is expected to continue. Quality remains excellent, with strong sizing, high external and internal color, great flavor, and Brix levels consistently at 13-15% or higher.

Honeydew: **RADAR** Supplies are becoming tighter, particularly on smaller sizes. Lower overall production compared to a few weeks ago is pushing the market higher, with 6s and 8s nearing demand-exceeds-supply conditions. Current fields are producing mostly 5J fruit. Quality remains very good, with a clean appearance and consistent Brix levels of 12-14%.

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



Idaho harvest continues to ramp up, with good overall quality and availability across all colors and sizes. However, super and colossal onions are expected to be tighter than normal due to extreme heat, wildfire smoke, and other challenging growing conditions that impacted sizing and reduced yields. Higher costs for seed, fertilizer, labor, and transportation are also adding pressure to the market. As a result, larger-size availability may remain limited, keeping pricing firm and creating potential for additional increases as the season progresses, particularly on jumbo-sized onions.

onions green



ALERT Supplies are very limited, as excessive heat in Mexico is reducing yields and impacting quality. Availability is expected to remain tight over the next few weeks, supporting elevated market conditions.

pears



Washington availability is expected to improve steadily through September as harvest volumes increase. Bartlett availability will expand first, followed by Anjou, Bosc, and specialty varieties. Quality is reported as strong, with good color, sizing, and pressure. While demand typically rises with new-crop arrivals, the larger harvest should help maintain balanced market conditions and limit major price volatility.

peppers bell



Supplies are plentiful overall, with strong Eastern production providing ample availability despite some weather-related quality and packout challenges. New Eastern fields should help improve quality, while production from California, Washington, and Central Mexico continues to provide adequate volumes with generally good quality. Availability remains solid and is expected to stay steady in the near term.

peppers chili



ALERT Supplies remain mixed by variety, with Eastern production supporting most items despite ongoing tightness on serranos and limited habanero availability in some areas. Western regions and Mexico continue to provide coverage across key varieties, and availability is expected to improve as additional Mexican production comes online.



Market UPDATE

pineapples



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

potatoes



Idaho russet harvest is underway, with acreage down approximately 5-8% from last year, resulting in one of the smallest crops in the past decade. Early reports indicate good crop development, favorable sizing, and strong quality; however, concerns remain around limited water availability, above-normal temperatures, dry conditions, localized hail, and thrip pressure. While yields currently appear solid, larger sizes could tighten if growing challenges persist through harvest. Market pricing has already begun to increase on larger count, reflecting tightening availability. Overall, the market is expected to remain more balanced than last season, supporting firmer pricing and stronger market fundamentals, particularly on larger-sized potatoes.

squash



ALERT Supplies are tight across both regions due to heat, seasonal transitions, and reduced production. New crops in North Carolina and Michigan are beginning to improve Eastern availability. In the West, zucchini is especially tight, while yellow squash is also moving on lighter volumes. Additional harvests should gradually improve availability in the coming weeks.

tomatoes



RADAR Supplies remain mixed, with the greatest challenges in the East, where prolonged heat, rainfall, and quality issues have reduced packouts and limited availability, particularly on Roma and Round varieties. Grape supplies are moderate, while Roma and Round supplies remain somewhat snug to limited. Western production from California, Baja, and Central Mexico continues to provide steady support with generally good quality, and upcoming production from Virginia, Baja, and Central Mexico is expected to improve availability, quality, and consistency over the next several weeks.





Market UPDATE

in the news...

Labor Day may end summer, but food safety never takes a holiday

News Desk | September 4, 2026 | foodsafetynews.com

With Labor Day weekend marks the unofficial end of summer for many Americans, bringing one last round of backyard barbecues, picnics and gatherings with family and friends.

But as summer winds down, food safety should not. Improper food handling can allow harmful bacteria to multiply and turn a holiday celebration into a case of food poisoning. Public health officials recommend keeping a few basic food safety practices in mind.

Keep hot foods hot and cold foods cold

One of the biggest risks at outdoor gatherings is allowing perishable foods to remain in the “danger zone,” between 40 degrees F and 140 degrees F, where bacteria can multiply rapidly.

Cold foods should be kept at 40 degrees F or below. Pack coolers with plenty of ice or frozen gel packs and keep the lid closed as much as possible. If possible, place coolers in the shade.

Hot foods should be kept at 140 degrees F or above until they are served.

Perishable foods should not be left out for more than two hours. If the outdoor temperature is above 90 degrees F, that time drops to one hour.

Don't forget the thermometer

Labor Day cookouts often mean firing up the grill, but appearance alone is

not a reliable way to determine whether meat and poultry are safely cooked.

A food thermometer should be used to check the internal temperature of food at its thickest part.

Safe minimum internal temperatures include:

- Beef, pork, lamb and veal steaks, chops and roasts: 145 degrees F, followed by a three-minute rest time;
- Ground meats: 160 degrees F;
- Whole poultry, poultry pieces and ground poultry: 165 degrees F.

When cooking thinner foods, such as hamburger patties, insert the thermometer from the side so the probe reaches the center.

Once food is cooked, place it on a clean platter. Never put cooked meat or poultry back onto the same plate that previously held it raw.

Avoid cross-contamination

The more hands, utensils and surfaces involved in preparing food, the more opportunities there are for contamination.

Wash hands thoroughly with soap and running water before and after handling food, particularly raw meat and poultry. If running water is unavailable, hand sanitizer can be

useful, but it is not a replacement for proper handwashing when hands are visibly dirty.

Use separate plates, cutting boards and utensils for raw meat and foods that are ready to eat. Wash utensils and surfaces thoroughly between uses.

Cool food before you hit the road

Food prepared ahead of time should be cooled promptly and stored in shallow containers before being placed in the refrigerator or packed for transportation.

When traveling, the U.S. Department of Agriculture recommends packing perishable food directly from the refrigerator or freezer into a cooler. Keep raw meat and poultry separated from foods that will be eaten without further cooking.

Coolers should be transported in the passenger area of a vehicle when possible, rather than in a hot trunk.

Wash produce before cutting

Fruits and vegetables should be washed under running water before they are cut or prepared, including produce with peels or rinds that will not be eaten.

Cutting through an unwashed melon, apple or other piece of produce can transfer bacteria from the outside to...

[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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