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Market Outlook

Week 41: October 5-11, 2026



Market Alert

Asparagus
Beans
Berries
Broccoli
Brussels
Cabbage
Cauliflower
Chili Peppers
Cilantro
Grapes
Lettuce
Mushrooms
Squash
Tomatoes

Transportation

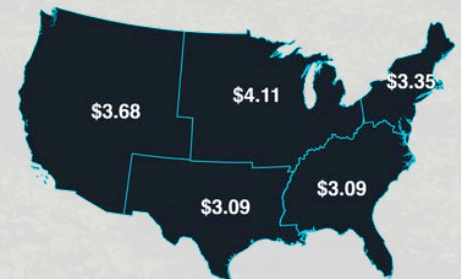
Nat'l Diesel Avg: \$6.382

Last Year: \$3.754

Nat'l Fuel Surcharge: \$0.93

Shortages: Freight market is steady

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



previous week's average outbound reefer rate for each region
Map from DAI

Weather Outlook

Oxnard, CA: Sunny skies with highs in the 80s and lows in the high 60s.

Salinas, CA: Sunny skies with highs in the 70s and 80s with lows in the lower 60s.

Yuma, AZ: Sunny skies with highs in the 100s and lows in the 70s.

Immokalee, FL: Thunderstorms all week with highs in the 80s and 90s and lows in the 70s.

Idaho Falls, ID: Sunny skies with highs in the 70s and 80s and lows in the 40's.



Market Update

apples



The Washington harvest continues to gain momentum, with Gala and Honeycrisp harvests well underway and additional varieties entering the market. Quality, color, and sizing remain strong, creating good retail opportunities. Demand is healthy as buyers transition to new-crop fruit and school demand supports movement. Despite a smaller crop than last season, supplies are expected to remain sufficient.

asparagus



ALERT The market is expected to remain firm as imports continue to supply most U.S. demand. Production challenges in Peru and lighter-than-normal Mexican yields are limiting availability, particularly on larger sizes. Standard sizes are more available, but supplies remain below ideal levels and pricing is expected to stay elevated. Quality is generally acceptable, though buyers should continue monitoring for open tips, seeding, and sizing variability. Volume increases are expected during October, but not enough to provide meaningful market relief.

avocados



The market continues to improve as Mexico enters a stronger harvest period. Increasing volumes are helping balance demand and improve overall availability. Size distribution continues to favor mid-sized fruit, and quality remains strong. Greater supply should support promotions while easing market pressure compared with recent weeks.

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



ALERT October marks a seasonal transition as production shifts south, tightening supplies during the changeover. Heat and variable weather in the Midwest, along with recent Northeast storms, have impacted production, harvests, and transportation. Supplies are expected to remain tight through October as southern production ramps up. Conditions should gradually improve, but the market will need time to stabilize as the transition progresses.

berries



Blackberries: **ALERT** Supplies remain limited, with Central Mexico still producing light volumes. Availability is slowly improving, and increased production from Oxnard and Mexico is expected to support supplies through mid-October. Quality remains steady, though weather continues to be a key factor.

Blueberries: **ALERT** Supplies continue to tighten as the domestic season ends. Peru remains the primary source, with Mexico gradually increasing volume and Chilean arrivals expected soon. Demand continues to outpace supply, though overall quality remains good.

Raspberries: Supplies have improved as fall production ramps up and are expected to continue increasing over the coming weeks. Quality remains good, while growing production from Central Mexico is helping offset declining Watsonville volume. Supplies should continue improving through mid-October.

Strawberries: Supplies remain strong with promotable volumes available as Salinas, Watsonville, Oxnard, and Santa Maria maintain good production. Quality continues to improve, and cooler overnight temperatures are helping support fruit condition through the seasonal transition. Overall availability is expected to remain favorable in the coming weeks despite some warmer weather.

broccoli



Broccoli: **ALERT** Supplies remain light this week, with demand increasing over the past several weeks. Quality is reported as fair, and pricing remains very active. Quality challenges and elevated insect pressure, particularly from Diamondback moths, continue to be reported. Warm weather has supported increased moth activity, with larvae often burrowing into broccoli crowns and becoming difficult to detect during harvest. As a best practice, broccoli should be thoroughly washed and inspected before use. Cooler temperatures are expected to reduce larvae populations and slow pest development. With yields remaining below normal, supplies are expected to stay limited over the next few weeks, supporting elevated pricing.

Broccolini: **ALERT** Supplies remain extremely limited due to reduced yields and previous production challenges. Quality is only fair, and availability is expected to remain constrained over the next few weeks with elevated pricing.



Market Update

brussels sprouts



ALERT Supplies remain limited but quality has improved. Availability is expected to gradually increase over the coming weeks, with market conditions showing potential improvement by late October.

cabbages



ALERT Supplies remain very limited as insect pressure continues to impact yields. Quality is only fair, and availability is expected to remain tight over the coming weeks with ongoing production challenges.

carrots



Supplies are abundant, quality is excellent, and sizing has returned to normal. Strong availability is expected to continue.

cauliflower



ALERT Supplies remain light as demand increases. Quality is only fair due to insect pressure and reduced yields. Availability is expected to remain limited over the coming weeks with elevated pricing.

celery



Supplies remain steady with good demand and fair quality. Availability is expected to stay consistent over the next several weeks, though insect pressure may contribute to higher pricing later in the season.

citrus



Lemons: Supplies remain adequate, with California continuing as the primary domestic source. Quality is strong, and sizing is meeting most customer needs. Demand remains steady across retail and foodservice channels, keeping the market balanced. No significant supply disruptions are expected, though transportation and weather should be monitored as seasonal transitions continue.

Limes: Supplies are adequate, with consistent crossings supporting U.S. demand. Quality is generally good, though sizing may vary periodically. Demand remains healthy, helping keep markets balanced entering October. Pricing may fluctuate modestly based on harvest timing and size distribution, but no major disruptions are anticipated.

Oranges: Availability remains steady with enough supply to meet normal demand. Quality remains favorable, and movement is expected to increase as retailers feature citrus more aggressively during the fall. Markets should remain stable with no major supply concerns expected.

cucumbers



Supplies remain strong, supported by broad Eastern production and new fall crops in North Carolina and Georgia, with Florida expected to begin harvesting in late October. Western supplies continue to be led by Baja with support from Central Mexico and northern Sonora, and barring weather issues, a smooth transition into Mainland Mexico is expected with favorable supply conditions.

eggplant



Supplies remain light to moderate but generally adequate to meet demand, with Eastern production transitioning from regional programs to newer crops in GA and eastern NC ahead of FL fall season. Western supplies are also light but sufficient, supported by Fresno and WA. Quality ranges from good to very good despite some regional variability.

grapes



ALERT Green grape supplies remain tight, with limited availability and elevated pricing as the California season winds down and growers transition to storage fruit. These conditions are expected to persist for the next 4-5 weeks.

herbs



Supplies are expected to remain stable with normal seasonal production across major growing regions. Favorable California weather is supporting both quality and harvest schedules. Demand from foodservice and retail remains steady, with only minor fluctuations on specialty varieties. Markets should remain balanced with adequate availability for most items.

Cilantro: **ALERT** Supplies are limited with only fair quality reported. Availability is expected to stay light over the next several weeks, supporting elevated market conditions.

kale



Supplies are light, though demand remains good. Quality is fair, and availability is expected to remain somewhat limited in the near term. Insect pressure continues to be a concern.



Market Update

lettuce



Green & Red Leaf: **ALERT** Supplies remain limited with increasing demand. Quality is only fair due to INSV and insect pressure, along with occasional cosmetic concerns. Availability is expected to remain tight over the next few weeks.

Iceberg: **ALERT** Supplies remain extremely limited as demand continues to increase. Light carton weights, smaller heads, and quality concerns related to INSV, Sclerotinia, and insect pressure are impacting yields. Limited availability is expected to continue in the coming weeks.

Romaine: Supplies remain light with increased demand and lighter-than-normal carton weights. Quality remains below average due to INSV, Sclerotinia, and insect pressure. Reduced yields are expected to support elevated market conditions in the coming weeks.

Tender Leaf: Supplies remain steady, though quality is only fair and may be inconsistent due to increased insect pressure and higher humidity. Availability and market conditions are expected to remain relatively stable in the near term.

melons



California cantaloupe and honeydew harvests are expected to continue through at least next week, though virus-related field issues may bring an earlier end to the Central California season ahead of the planned week of 10/12. The Yuma season is scheduled to begin that same week with limited initial volume, while the impact of recent Arizona rainfall is still being assessed. Fruit sizing has trended smaller due to virus pressure, cooler temperatures, and shorter days, creating premiums for larger sizes. Internal quality remains strong with excellent brix levels.

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 limited, 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-sizes.

onions green



ALERT Supplies remain very limited due to heat-related yield and quality challenges. Availability is expected to stay tight for several more weeks, with elevated market conditions continuing.

pears



Washington availability is expected to improve steadily 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 remain ample as some regional programs wind down. Eastern production is transitioning back to Georgia, with stronger seasonal volume expected soon. Western supplies from Fresno and Washington are gradually declining ahead of the Coachella start in mid-October. Overall quality remains fair to good despite weather-related challenges.



Market Update

peppers chili



ALERT Supplies remain somewhat tight, with Eastern production led by New Jersey, Michigan, and Ohio, while jalapeños and serranos remain the most limited items. Western supplies are also snug due to weather impacts in Baja and Central Mexico, though Washington continues to provide good-quality volume. Additional fall production from Georgia in the coming weeks should help improve availability.

squash



ALERT Supplies remain mixed, with moderate zucchini availability and tighter yellow squash supplies as production transitions into fall regions. Eastern volume should improve as Georgia acreage comes online over the next 7 to 10 days, while Western supplies remain limited, especially on yellow squash. Quality ranges from fair to good, with zucchini generally stronger than yellow squash.

pineapples



Costa Rica production remains 15 to 20% below normal and is expected to stay tight into next year. Strong juice demand tied to orange shortages continues to divert volume from fresh markets, keeping prices at record highs and larger fruit scarce. Quality remains excellent (13% Brix). Availability is expected to stay below seasonal norms through Q4.

tomatoes



ALERT Supplies remain mixed, with grape and roma tomatoes the most constrained as Eastern production faces weather-related pressure and seasonal transitions, while Western availability remains limited by California production shifts and light Mexico volume. Round tomato supplies are more balanced, supported by ongoing Eastern production and acceptable quality, though a prolonged transition period is expected before Florida ramps up later this month. Cherry tomato markets have also strengthened as East Coast supplies wind down earlier than expected, keeping overall tomato pricing firm. Relief is expected as new Florida and Western plantings begin harvesting through mid to late October, gradually improving availability and stabilizing markets.

potatoes



Idaho russet harvest is underway, with acreage down approximately 5 to 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 potatoes, 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.



Market Update

In The News...

What Fresh Produce Can Gain From GLP-1 Weight Loss Trend

Tom Burfield | October 1, 2026 | thepacker.com

LOS ANGELES — The growing use of GLP-1 medications for weight loss that seems to be sweeping across America could be a boon to the produce industry, and Melissa's Produce is already embracing the trend. The specialty produce distributor invited sports nutritionist Heidi Skolnik, author of a newly released book, titled "Your GLP-1 Game Plan: What Your Doctor Didn't Tell You About How to Eat, Move and Thrive on Weight Loss Medications," to a media event with local journalists Sept. 30 to discuss her book and talk about its impact on the produce industry as well as on consumers who have picked up on the trend. Skolnik was inspired to write the book after her own husband, Michael, unbeknownst to her at first, started taking a GLP-1 medication. He eventually became malnourished, developing iron deficiency anemia and other side effects.

As a nutritionist, she was able to nurse Michael back to health; after recovering, he suggested she write a book. She says she followed his advice because she thought such a guide could give the public valuable insight into

what happens beyond the GLP-1 prescription.

As consumers undertake their weight loss journeys, symptoms like fatigue, muscle loss, nausea and other side effects are not uncommon. The book explains how a proper diet can manage those side effects, promote better sleep, improve strength, boost stamina and more. In all, she's included 50 recipes, all of which feature fruits or vegetables.

That's where the produce industry comes in.

"The medication doesn't nourish you, and it doesn't make you strong," she says. "You still have to eat and move in a way that supports your well-being, and produce is center stage of that."

She cites the 2026 PwC (PricewaterhouseCoopers) GLP-1 Usage & Attitudes Survey that indicated that 44% of GLP-1 users are buying more fresh produce and fewer sweet treats and salty snacks.

[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!

Your Dedicated NPC Powered by Foodbuy Staff