



## Market Alert

**Asparagus**  
**Beans**  
**Berries**  
**Broccolini**  
**Cabbage**  
**Citrus**  
**Grapes**  
**Lettuce**  
**Melons**  
**Mushrooms**  
**Onions Green**  
**Peppers**  
**Squash**  
**Tomatoes**

### Transportation

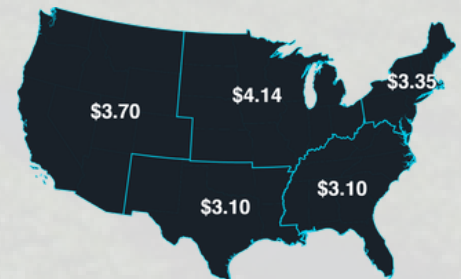
Nat'l Diesel Avg: \$6.276 ▲

Last Year: \$3.62 ▲

Nat'l Fuel Surcharge: \$0.91

Shortages:

- extreme - N/A
- slight - CA & WA



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

### Weather Outlook

**Oxnard, CA:** Partly cloudy skies with highs in the 60s to 70s and lows in the 50s.

**Salinas, CA:** Partly cloudy skies with highs in the 60s and lows in the 40s to 50s.

**Yuma, AZ:** Sunny and cloudy skies with highs in the 80s and lows in the 60s.

**Immokalee, FL:** Mostly sunny skies with highs in the 80s and lows in the 60s.

**Idaho Falls, ID:** Partly cloudy skies with highs in the 40s to 50s and lows in the 20s to 30s.



# Market Update

## apples



Washington's new crop is well established, with Gala, Honeycrisp and other varieties moving through the system as controlled-atmosphere storage programs build. Overall availability is plentiful and quality remains excellent, but the size profile continues to favor larger fruit, leaving smaller foodservice counts tighter. Pink Lady volume is also beginning to enter the market. Overall supply should remain sufficient through harvest and the shift into controlled-atmosphere storage, but smaller foodservice sizes should remain the primary availability concern heading into November.

## asparagus



**RADAR** Availability should temporarily improve heading into next week as better field conditions in Mexico and Peru support near-term supplies. Sizing remains the primary concern, with growing conditions and aging fields producing more smaller-diameter spears. Product that typically grades Standard is increasingly falling into Small sizing, while some historically Large production is grading Standard, leaving Large, XL and Jumbo considerably tighter. This relief is expected to last a couple of weeks before supplies tighten again, as lower production in Baja, Hermosillo and Peru creates additional pressure in November. Expect workable overall supply through late October and early November, but large-diameter asparagus will remain the pressure point, with supply risk increasing as November progresses.

## avocados



Supply remains favorable, with Mexico providing dependable production as the industry transitions from Flora Loca into the Aventajada crop. Flora Loca remains the primary harvest while Aventajada volume continues to build, with sizing concentrated around 60-count followed by 48-count fruit. Availability remains stable, particularly on 40- and 48-count fruit, while Jumbo supplies are improving. The transition is progressing smoothly, although normal

seasonal differences in appearance and dry matter may occur. With California and Peru nearing the end of their seasons, Mexico will become increasingly important to U.S. supply.

## 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** Supplies are entering a challenging transition period as recent weather and crop shifts have disrupted harvesting, while developing fields are not yet mature enough to provide normal volume. Availability is very limited for late-week loading, particularly on value-added/snipped beans, with harvesting expected to restart over the weekend. Supply is expected to remain highly active for the next three to four weeks as production transitions toward Florida. Expect uneven supply and periodic availability gaps from late October through much of November. Conditions should improve once Florida volumes become established, but weather and new-field timing remain the primary near-term risks.

## berries



**Blackberries:** **ALERT** Supplies remain tight but are showing signs of improvement. Watsonville production continues to wind down, increasing reliance on Mexico. Growers are moving fruit into coolers ahead of additional tropical storms, which could disrupt harvests and create renewed supply and quality challenges.

**Blueberries:** **ALERT** Supplies remain tight as the market moves through the seasonal import gap following the end of domestic production. Imports are improving slightly, but reduced Peruvian volume from excessive heat continues to limit availability. Conditions should gradually improve as import volumes increase into early November.



# Market Update

## berries cont...



**Raspberries: ALERT** Supplies are improving as production increases from Mexico and Watsonville nears the end of its season. Additional tropical storm activity in Mexico remains the primary risk and could disrupt harvests, reduce volumes, and create quality challenges.

**Strawberries: ALERT** Supplies remain very tight across Watsonville, Salinas, Santa Maria, and Oxnard. Recent heat and strong Santa Ana winds reduced volumes, while rain in Santa Maria and Watsonville may further disrupt harvests and quality. Mexico is ramping up slowly, with previous hurricane activity continuing to limit production. Availability is expected to remain limited over the next few weeks.

## broccoli



**Broccoli:** Supplies have improved, while demand remains elevated. Cooler temperatures have reduced insect pressure, though quality is fair. Supplies are expected to remain steady, with pricing improving as yields become more available.

**Brocolini: ALERT** Supplies are very limited due to reduced yields and fair quality, while demand remains very strong. Cooler temperatures should help reduce insect pressure and improve yields and availability. Pricing is expected to improve week over week.

## brussels sprouts



Supplies remain inconsistent, with quality reported as fair. Insect pressure has decreased, but availability is expected to remain limited over the next few weeks. Supplies and pricing will likely remain inconsistent through the rest of October.

## cabbages



**ALERT** Supplies remain limited after previous insect pressure impacted yields. Cooler temperatures have reduced Diamondback moth pressure to normal levels, though quality remains fair. Demand and pricing remain elevated, with supply and quality challenges expected for another few weeks.

## carrots



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

## cauliflower



Supplies continue to improve, while demand remains elevated. Product is shipping from Salinas and Santa Maria, with steady supplies expected over the next few weeks. The upcoming transition may bring additional challenges, while showers are expected in Salinas this week.

## celery



Supplies are steady, with elevated demand and product shipping from Salinas and Santa Maria. Overall quality is reported as fair. Yields are covering weekly contracts, but supplies are expected to gradually decrease, with pricing likely to rise due to weather and lower yields.

## citrus



**Limes:** Supplies remain tight, particularly on larger fruit. Current production favors smaller sizes, leaving 175-count and larger fruit especially limited and requiring size substitutions in some programs. Overall supply should gradually improve in the coming weeks, although new-crop sizing continues to favor smaller fruit and quality may show external blemishing and reduced shelf life. Mexico remains the dominant U.S. supply source, followed by Colombia.

**Lemons: RADAR** District 2 is winding down while District 3 volume increases, keeping supplies relatively tight during the seasonal transition. Offshore fruit continues to supplement both coasts, while current California supply remains fairly light. Quality has generally remained good, though preferred foodservice sizing can be more sensitive during transitions. Near-term supply should remain workable but snug as District 3 ramps up, with availability expected to improve as production increases. Sizing and pack-out should continue to be monitored closely.



# Market Update

## ***citrus cont...***



**Oranges:** **ALERT** California oranges remain in an important seasonal transition heading into October 26. Late Valencia production continues to favor larger 56- and 72-count fruit, while smaller 113- and 138-count sizes remain extremely limited. This imbalance is particularly significant for foodservice and institutional programs, where flexibility toward 88- or 72-count fruit may be needed. Meanwhile, the domestic Navel season is approaching and will gradually replace Valencia production. Expect smaller oranges to remain tight through late October until Navel volume develops. Supply should gradually improve, although sizing and availability may remain uneven as new-crop packing volume builds.

## ***cucumbers***



Supplies remain generally adequate nationwide, though Eastern production is declining and Western availability is being impacted by weather challenges in Baja and early-season quality issues in Sonora. With Florida starting in light volumes soon and Sinaloa not expected until mid-November, supplies should remain adequate but somewhat tighter in the near term, particularly in the West.

## ***eggplant***



Supplies remain generally steady nationwide, with steady North Carolina and Georgia production supporting Eastern demand and consistent Fresno supplies in the West. Limited Mexican volume has begun, but significant additional supply is not expected until mid-November, keeping near-term availability stable.

## ***grapes***



**ALERT** Supplies remain tight as California finishes earlier than normal and shifts to storage fruit. Pricing remains elevated, with limited availability expected for the next three to four weeks. Imports should provide relief during November and December, depending on arrival timing and quality.

## ***herbs***



Availability remains generally dependable across specialty varieties. Western herb supplies remain generally stable, with current programs covering a broad assortment. Cooler late-October conditions may cause short-term variability among tender herbs due to their greater weather sensitivity. Overall availability should remain balanced into early November, with localized weather and transportation disruptions representing the main near-term risks.

## ***kale***



Supplies are steady with good demand and quality. Product is shipping from Central California, with supplies expected to remain somewhat light over the next few weeks. Pricing should remain steady, while elevated insect pressure may continue.

## ***lettuce***



**Green & Red Leaf:** **ALERT** Supplies remain extremely limited, with fair quality due to increased INSV pressure and cosmetic issues becoming more visible after harvest. Increased demand has pushed pricing to extreme levels. Plant stress is expected to create continued quality and market challenges until the transition to Yuma in mid-November.

**Iceberg:** **ALERT** Supplies remain extremely short as demand stays highly elevated. Lighter carton weights, smaller heads, INSV, and other quality issues are significantly impacting yields, with some acreage being bypassed due to losses. Huron harvests are beginning and insect pressure has decreased, but Sclerotinia and INSV remain concerns. Supply and quality challenges are expected to persist over the next few weeks.

**Romaine:** **ALERT** Supplies remain extremely light as demand continues to increase. Carton weights are expected to be lighter than normal, with INSV and Sclerotinia causing internal and external quality issues. Some acreage is being bypassed due to plant stress and quality challenges. Lighter yields and extreme pricing are expected to continue.



# Market Update

## lettuce cont...



**Tender Leaf:** Supplies are steady, with fair quality and stable pricing expected over the next few weeks. Cooler temperatures have reduced insect pressure. Quality may remain inconsistent due to some mildew damage.

## melons



**RADAR** California production is nearly finished as supply transitions to Yuma, where volume should build over the next two weeks. Availability will remain limited during the transition, with weather posing some risk to desert production. Guatemalan arrivals are expected around the second week of November, with supply improving as offshore volume increases.

## mushrooms



**ALERT** Supplies remain very light as demand has increased. Quality is reported as fair, while seasonal supply fluctuations and labor challenges continue to affect harvests. Supplies are expected to remain light over the next few weeks, with pricing elevated.

## onions



Harvest is wrapping up, with supplies transitioning into storage and market pricing easing from recent highs. Super colossal and colossal sizes are expected to remain tighter than normal due to extreme heat, wildfire smoke, and other growing challenges that impacted sizing and reduced yields. Rising costs for seed, fertilizer, labor, and transportation continue to add pressure throughout the supply chain. While pricing has softened in the short term, market levels are expected to strengthen ahead of the holiday demand period, particularly on jumbo and larger-sized onions where availability remains limited.

## onions green



**ALERT** Supplies remain limited, with product currently coming from Mexico. Weather conditions caused yield and quality challenges, keeping availability light and pricing elevated. Supplies are expected to remain tight over the next few weeks.

## 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



**RADAR** Supplies remain tight nationwide as Eastern production transitions to Georgia and Western volumes decline. Georgia harvests are underway with good quality, while Florida is expected to begin in the coming weeks. In the West, Fresno supplies have eased and Coachella is nearing harvest, while weather delays are pushing meaningful Mexican volume into late November. The markets are expected to remain firm until additional production comes online.

## peppers chili



**ALERT** Supplies remain tight nationwide as Eastern production transitions to Georgia and Western regions face weather-related challenges. Limited availability and inconsistent variety coverage are keeping supplies constrained, particularly for tomatillos and Anaheims. Georgia production should improve over the next 10–14 days, with additional Florida volume expected in early November, but overall market conditions should remain firm in the near term.

## pineapples



Costa Rican supply remains tight, with 2026 volumes 15–20% below normal following earlier heavy rainfall. Strong processor demand is adding pressure, while supplemental volume from other regions remains insufficient to close the gap. Availability should remain tight and pricing elevated, particularly on larger fruit.



# Market Update

## potatoes



Harvest is wrapping up, with acreage estimated to be down approximately 5-8% from last year, resulting in one of the smaller crops in recent years. Early harvest results indicate strong quality, favorable sizing, and solid yields; however, growing season challenges, including limited water availability, above-normal temperatures, dry conditions, localized hail, and thrip pressure, continue to warrant close monitoring. Availability of larger-size potatoes remains tighter than normal, and prices have increased on larger counts due to limited supply. Overall, the market is expected to be more balanced than last season, supporting firmer pricing and stronger market fundamentals, particularly for larger-size potatoes. Prices may see additional upward pressure as demand builds heading into the holiday season.

production challenges and lighter volumes, while Western supplies improve as Sonora ramps up. Eastern yellow squash is more available, and Western volume may help offset regional shortages where logistics and specifications allow.

## tomatoes



**AOG** Supplies remain extremely tight nationwide across grape, Roma, round, and cherry varieties as production is transitioning between growing regions and weather-related challenges are limiting availability. California and East Coast programs are winding down, while Florida, Baja, and Central Mexico volumes remain limited due to delayed starts, adverse weather, and quality issues. Market conditions are expected to remain firm and pricing elevated in the near term, with improvement anticipated as new production gains momentum through November and supplies begin to stabilize by mid-month.

## squash



**ALERT** Supplies remain mixed nationwide, with Eastern zucchini tight due to weather-related





# Market Update

## In The News...

### AI Misinformation Risks Threaten Trust in the Fresh Produce Industry

By **Christina Herrick** | October 16, 2026 | **ThePacker.com**

ORLANDO, Fla. — Peter Wilson, partner and head of digital reputation EMEA at FleishmanHillard, began his presentation on artificial intelligence at the International Fresh Produce Association's Global Produce and Floral Show by asking attendees whether AI is a force for good or evil. Most in the room indicated it was a force for good.

But, he says, "let's see if you change your minds after this."

"The end of truth is really upon us," he says. "But hopefully we'll get truth back again."

#### The Shift in Truth and Algorithms

Instead of one single truth, Wilson says there are different iterations of truth.

After explaining the difference between disinformation (intentionally misleading information) and misinformation (misleading information shared without intent), Wilson says AI has added fuel to the fire.

"We've always lied," he says, noting the most successful tabloids, medieval propaganda and campfire stories always had lies baked into them. "We've always liked lying. AI just made it easier to do."

Now, with AI and modern-day social media, confirmation bias fuels the content shared.

"Confirmation bias essentially follows what you believe you want to hear," he says.

While social media has made confirmation bias and algorithms more powerful, Wilson cautions, "Let's stop thinking about algorithms as pioneers of hate."

He says "algorithms just confirm what we've always known, that people follow what they want to follow."

#### Why Fresh Produce is Vulnerable to AI Scams

In the context of social media, however, AI brings scale: more tweets, more posts and more credible-looking videos. Wilson warns that fresh produce is particularly vulnerable to this threat.

"Food is the perfect target because it appeals to all of our insecurities," he says.

As an example, Wilson notes that 73% of United Kingdom respondents could not tell a real pizza apart from an AI-generated image. It is relatively easy for a consumer to generate a fake image of damaged or expired produce and contact a vendor for a fraudulent refund.

"That is really taking off in the U.K. right now," Wilson says. "There is a big rise in fraudulent refund claims for fast food in the U.K."

Currently, he adds, there are more than 34 million images created daily using AI platforms.

"There's no law in the U.K. that bans that sort of activity," he says.

#### Strategic Defense: Prebunk, Mobilize, Respond

To stay ahead of misinformation, Wilson outlined a three-part strategy: "prebunk," mobilize, and respond.

He encourages produce businesses to monitor the specific questions being asked about the brand or business, noting that AI tools are effective for this type...

[Read full article HERE](#)

# Market Update

| Salinas - Leaf Transition Schedules - Fall 2026       |                  |               |                                |                  | Smaller Transitions before moving to Yuma Az. |
|-------------------------------------------------------|------------------|---------------|--------------------------------|------------------|-----------------------------------------------|
| Grower / Shipper                                      | Current Location | Transitioning | Commodity                      | Transition Dates |                                               |
| Bengard Ranches                                       | Salinas, CA      | Yuma, Az      | Broccoli Crowns                | Nov 13-16, 2026  |                                               |
| Bengard Ranches                                       | Salinas, CA      | Yuma, Az      | Cauliflower                    | Nov 13-16, 2026  |                                               |
| Bengard Ranches                                       | Salinas, CA      | Yuma, Az      | Lettuce Iceberg                | Nov 13-16, 2026  | Huron, Ca. - 10/16/26                         |
| Bengard Ranches                                       | Salinas, CA      | Yuma, Az      | Lettuce Green Leaf / Red Leaf  | Nov 13-16, 2026  | Oxnard, Ca. - 10/12/26                        |
| Bengard Ranches                                       | Salinas, CA      | Yuma, Az      | Lettuce Romaine                | Nov 13-16, 2026  | Oxnard, Ca. - 10/07/26                        |
| Bengard Ranches                                       | Salinas, CA      | Oxnard, Ca    | Celery                         | Dec 1-4, 2026    | Oxnard, Ca. - 12/01 - 06/15/27                |
| Church Brothers                                       | Salinas, CA      | Yuma, Az      | Broccoli Crowns                | Nov 23, 2026     |                                               |
| Church Brothers                                       | Salinas, CA      | Yuma, Az      | Cauliflower                    | Nov 23, 2026     |                                               |
| Church Brothers                                       | Salinas, CA      | Yuma, Az      | Lettuce Iceberg                | Nov 19, 2026     | Huron, Ca. - 10/16/26                         |
| Church Brothers                                       | Salinas, CA      | Yuma, Az      | Lettuce Green Leaf / Red Leaf  | Nov 16, 2026     |                                               |
| Church Brothers                                       | Salinas, CA      | Yuma, Az      | Lettuce Romaine                | Nov 02, 2026     |                                               |
| Church Brothers                                       | Salinas, CA      | Yuma, Az      | Celery                         | Nov 16, 2026     |                                               |
| Church Brothers                                       | Salinas, CA      | Yuma, Az      | Value Added / Processing Plant | Nov 16, 2026     |                                               |
| Field Fresh Farms                                     | Watsonville, CA  | Yuma, Az      | Broccoli Crowns                | Nov 09, 2026     |                                               |
| Field Fresh Farms                                     | Watsonville, CA  | Yuma, Az      | Lettuce Iceberg                | Nov 09, 2026     |                                               |
| Field Fresh Farms                                     | Watsonville, CA  | Yuma, Az      | Lettuce Green Leaf / Red Leaf  | Nov 09, 2026     |                                               |
| Field Fresh Farms                                     | Watsonville, CA  | Yuma, Az      | Lettuce Romaine                | Nov 09, 2026     |                                               |
| Field Fresh Farms                                     | Watsonville, CA  | Yuma, Az      | Value Added / Processing Plant | Nov 09, 2026     |                                               |
| Green Gate Fresh                                      | Salinas, CA      | Yuma, Az      | Value Added / Processing Plant | Nov 09, 2026     |                                               |
| River Fresh Farms                                     | Salinas, CA      | Yuma, Az      | Broccoli Crowns                | Nov 23, 2026     |                                               |
| River Fresh Farms                                     | Salinas, CA      | Yuma, Az      | Cauliflower                    | Dec 02, 2026     |                                               |
| River Fresh Farms                                     | Salinas, CA      | Yuma, Az      | Lettuce Iceberg                | Nov 09, 2026     | Huron, Ca. - 10/16 - 11/13/26                 |
| River Fresh Farms                                     | Salinas, CA      | Yuma, Az      | Lettuce Green Leaf / Red Leaf  | Nov 16, 2026     | Oxnard, Ca. - 10/07 - 11/13/26                |
| River Fresh Farms                                     | Salinas, CA      | Yuma, Az      | Lettuce Romaine                | Nov 09, 2026     | Oxnard, Ca. - 10/07 - 11/13/26                |
| River Fresh Farms                                     | Salinas, CA      | Yuma, Az      | Lettuce Romaine Hearts         | Nov 09, 2026     | Huron, Ca. - 10/22 - 11/13/26                 |
| River Fresh Farms                                     | Salinas, CA      | Oxnard, Ca    | Celery                         | Nov 30, 2026     | Oxnard, Ca. - 11/30 - 06/04/27                |
| River Fresh Farms                                     | Salinas, CA      | Yuma, Az      | Tender Leaf/Value Added        | Nov 16, 2026     |                                               |
| Taylor Farms - CA                                     | Salinas, CA      | Yuma, Az      | Value Added / Processing Plant | Nov 16, 2026     |                                               |
| *** Dates are tentative and are subject to change *** |                  |               |                                |                  |                                               |

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](mailto:jhoppe@nproduce.com) and we will be happy to give you the current market conditions. Also look for our Spanish version that will be released on Monday. Have a great week!

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