Market Outlook

Week 45: November 2-8, 2026



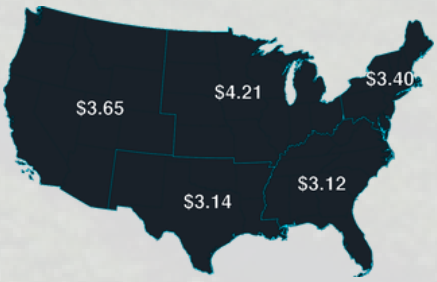
Market Alert

- Asparagus
- Avocados
- Beans
- Berries
- Broccolini
- Cabbage
- Grapes
- Lettuce
- Melons
- Mushrooms
- Onions Green
- Peppers
- Squash
- Tomatoes

Transportation

Nat'l Diesel Avg: $6.352 ▲
Last Year: $3.718 ▲
Nat'l Fuel Surcharge: $0.93
Shortages:

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



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

Weather Outlook

Oxnard, CA: Mostly sunny and partly cloudy skies with highs in the lower 70s and lows in the upper 50s.
Salinas, CA: Partly cloudy skies with highs in the 60s and lows in the lower 50s.
Yuma, AZ: Sunny skies with highs in the lower 80s and lows in the upper 50s.
Immokalee, FL: Mostly sunny skies and showers with highs in the 80s and lows in the 60s.
Idaho Falls, ID: Partly cloudy skies with highs in the lower 50s and lows in the lower 30s.



Market Update

apples

New-crop harvesting and packing is well underway, providing broad seasonal supply. Fruit is trending large across varieties, creating tighter availability on smaller sizes. The overall crop is reported lighter, making size distribution an important consideration even as the broader market remains manageable.

asparagus

RADAR Mexican production is moving through the seasonal transition with availability below normal despite steady production across sizes. Supply has improved, but transitions between growing regions continue to restrict overall volume, while demand remains softer. Quality is generally fair and sizing should remain available, though supplies can tighten quickly as production shifts. Availability is expected to remain somewhat constrained and could tighten further over the next several weeks.

avocados

RADAR Supplies are expected to tighten as the harvest stoppage continues in Michoacán, Mexico's primary avocado-producing region. Growers called for the stoppage on October 23, and harvesting has been suspended for nearly a week with no agreement reached, removing several days of volume from the pipeline. Jalisco continues harvesting about 3 million pounds per day, but this is not enough to replace 50+ million pounds of Michoacán production. Suppliers do not expect to harvest Saturday through Monday due to el Día de Muertos, making Tuesday the earliest potential restart, although this remains unconfirmed. Once harvesting resumes, supply will not normalize immediately as fruit must move through packing, inspection, transportation, conditioning, and ripening. It is highly recommended to open specs to alternate sizes and grades.

bananas

Supplies remain stable with steady production and strong quality. Balanced supply and demand continue to support favorable pricing.

beans

ALERT Supplies are challenged 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 to Florida, with periodic availability gaps likely through much of November. Conditions should improve as Florida volumes become established, though weather and new-field timing remain the primary near-term risks.

berries

Blackberries: **ALERT** Supplies remain steady, supported by Central Mexico with limited California volume. Quality is improving, although recent rain has caused some tender fruit and limited larger pack sizes. As growing regions dry out, quality should continue improving and support consistent supplies in the weeks ahead.

Blueberries: **ALERT** Supplies are increasingly reliant on imports as the domestic season ends, with steady volume and good quality from Central Mexico. Availability remains tight during the peak import transition, although container arrivals have improved. Steady volumes are expected over the next few weeks as import regions ramp up production.

Raspberries: **ALERT** Supplies remain limited as Baja harvests are minimal, Watsonville volumes decline, and Central Mexico availability remains light. Rainy conditions in Mexico continue to impact quality, with volumes expected to remain below forecast. Improving weather should support better quality and increased Central Mexico production.

Strawberries: **ALERT** Supplies remain extremely tight as demand exceeds availability, resulting in allocations and prorates. California continues to face significant challenges, with rain-related quality issues in Santa Maria, declining harvests in Watsonville, and weather impacts reducing yields, delaying harvests, and creating shelf-life concerns. Mexico remains early



Market Update

berries cont...

in its season, with light production and weather disruptions limiting availability. Supplies are expected to remain short for four to six weeks as California production declines. Mexico and Florida volumes should increase later in the season, with production improving by the end of November. Quality will remain fair, and markets are likely to stay tight until new regions increase production.

broccoli

Broccoli: Supplies are steady with strong demand. Cooler temperatures are reducing insect pressure, although quality remains fair. Supplies and pricing are expected to remain steady over the next few weeks as yields remain available.

Broccolini: **ALERT** Supplies are showing improvement, although pricing remains elevated and demand is strong. Cooler temperatures should help reduce insect pressure and improve yields and availability. Pricing is expected to continue improving week over week.

brussels sprouts

Supplies remain steady with fair quality, while insect pressure has decreased. Availability is expected to tighten over the next few weeks, with pricing remaining elevated.

cabbages

ALERT Supplies remain limited after previous insect pressure impacted yields. Cooler temperatures have reduced insect pressure to normal levels, although 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 remain good with strong demand, supported by production from Salinas and Santa Maria. Availability should remain steady over the next few weeks, although the upcoming transition may bring some challenges.

celery

Supplies remain adequate with elevated demand, supported by Salinas and Santa Maria. Quality is only fair, and yields are currently covering weekly contracts. Supplies are expected to gradually decline, with pricing likely to increase due to weather and lower yields.

citrus

Limes: Mexican availability is gradually improving entering November. Quality remains mixed, with occasional external blemishing and reduced shelf life. Improving supplies should support better availability during the week of November 2, though buyers should continue monitoring sizing and condition closely.

Lemons: California supply is entering a more favorable seasonal position as District 1 in the San Joaquin Valley increases production. District 3 is supplying a significant portion of current volume, while District 2 remains limited. Availability should continue to improve during the week of November 2 as San Joaquin Valley production adds volume. Production is peaking on 140ct and larger fruit, keeping smaller sizes tighter. Overall availability should progressively improve over the next several weeks as District 1 continues ramping up.

Oranges: California citrus is completing its seasonal transition from Valencias to new-crop Navels. Valencia supplies are wrapping up, while Navel production continues to ramp up. Early Navel production is peaking heavily on smaller 113 and 138ct fruit. For the week of November 2, Navels should represent the primary California orange supply, though sizing remains weighted toward smaller fruit. Volume should continue building through November as the season progresses.



Market Update

cucumbers

Supplies have tightened in the East as North Carolina finishes and Georgia moves through the latter part of its season, with early Florida production providing support. Western supplies remain lighter with some weather-related quality concerns, but improving conditions and increasing Sonora production should support better volume and quality.

eggplant

Supplies remain adequate nationwide, with steady North Carolina and Georgia production meeting demand and Fresno supplies remaining consistent. Limited Mexican volume has started, 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 should remain generally manageable heading into November, though growing-region transitions and cooler weather may create differences by variety. Tender herbs will require the closest quality attention as temperatures change and production shifts. Some leafy items, including kale, are showing strong conditions, while broader tender-leaf supplies remain steady with good quality. Overall supplies should remain serviceable, with variety-specific fluctuations possible through November.

kale

Supplies remain steady with elevated demand and good quality. Central California production should remain adequate for the next few weeks, with pricing expected to stay steady. Cooler temperatures have reduced insect pressure to normal levels.

lettuce

Green & Red Leaf: **ALERT** Supplies remain extremely limited, with fair quality due to INSV pressure and weather challenges. Cosmetic issues may become more visible several days after harvest. Increased demand has pushed pricing to extreme levels. Quality and supply challenges are expected to continue until the transition to Yuma in mid-November.

Iceberg: **ALERT** Supplies remain extremely short with elevated demand. Carton weights are expected to remain lighter with smaller heads, while INSV and Sclerotinia continue to create significant quality and yield challenges. Some acreage is being bypassed due to field losses, and processors are using more product to offset lighter weights. Supplies and quality are expected to be challenged the next few weeks.

Romaine: **ALERT** Supplies remain extremely light with elevated demand and lighter-than-normal carton weights. INSV and Sclerotinia continue to cause internal and external quality issues, with some acreage being bypassed. Cosmetic issues may not appear until several days after harvest. Yields are expected to remain light, keeping pricing at extreme levels for the next few weeks.

Tender Leaf: Supplies remain steady with fair quality and are expected to hold for a few weeks. Cooler temperatures are reducing insect pressure. Product is shipping from Central California, although quality may be 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 in recent weeks, with quality reported as fair. Growers continue to face harvesting labor



Market Update

mushrooms cont...

challenges, contributing to limited availability. Supplies are expected to remain tight over the next few weeks, with pricing elevated.

onions

Harvest is complete, 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 pressure the supply chain. While pricing has softened, market levels are expected to strengthen ahead of holiday demand, particularly on jumbo and larger-sized onions where availability remains limited.

onions green

ALERT Supplies and availability are improving, with product currently coming from Mexico. Previous weather created yield and field-level quality challenges, but increased availability crossing from Mexico is helping markets improve. Supplies and pricing conditions should continue improving 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 will begin soon, while weather delays are pushing meaningful Mexican volume to late November. Markets should remain firm until additional production comes online.

peppers chili

ALERT Availability has improved in the East as Georgia production ramps up, with most varieties meeting demand, though poblanos remain slightly tight. Western supplies remain lighter, particularly for poblanos, serranos, and husked tomatillos. Overall availability should improve as Florida and Sonora production begins increasing over the next few weeks.

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.

potatoes

Harvest is done, 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 the previous season, supporting firmer pricing and stronger market fundamentals, particularly for larger-size potatoes. Prices may begin to see additional upward pressure as demand builds heading into the holiday season.



Market Update

squash

RADAR Supplies remain mixed nationwide, with Eastern zucchini tight due to weather-related challenges and lighter volumes, while Western supplies improve as Sonora production 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 as seasonal transitions and weather-related challenges limit production across both coasts. Grape and round tomatoes are especially constrained, with light Eastern volume and ongoing issues in Mexico and Baja, while Roma supplies remain tight but should gradually improve as Florida production increases. Cherry tomato supplies are also limited as East Coast programs end earlier than expected, driving firmer pricing. Overall market pressure is expected to continue until new production ramps up, with improvement anticipated by mid-to-late November.





In The News...

How Daylight Saving Time Affects Crops and Precision Agriculture

By **Assaf Golan |** October 23, 2026 **|** ***WireIsrael.com***

With the transition to standard time each autumn, humans adjust clocks on devices and appliances, yet crops in the fields remain entirely unaffected. Plants operate according to solar radiation, temperature, humidity, and their internal biological clock rather than human timekeeping.

In discussing this gap, Dr. Avishay Mia-Avny, chief agronomist at Haifa Group and an expert in Israeli agriculture, agritech innovation, and food security challenges, emphasized that modern farming must align management practices with the biological and environmental clock of the plant rather than forcing nature to adapt to human schedules.

While daylight saving time dates back to proposals by Benjamin Franklin in 1784 and George Hudson in 1895, and was widely adopted during World War I to conserve energy, essential plant processes such as stomatal opening, photosynthesis, water uptake, and nutrient absorption continue strictly according to natural environmental conditions.

This discrepancy carries significant practical implications for agriculture. An irrigation system programmed to activate daily at 06:00 will operate at a completely different interval relative to sunrise following a time change. In intensive farming, even a one-hour shift alters radiation intensity, transpiration demand, and plant water status.

Consequently, the clock change serves as a reminder to reassess irrigation and fertilization schedules rather than relying on fixed hours. In hot and arid regions like Israel, morning and midday variations profoundly affect crop water consumption.

Precision agriculture now enables a transition from rigid schedules to data-driven decisions utilizing sensors that measure cumulative radiation, temperature, soil moisture, and plant water status. This approach ensures resources are supplied precisely when and where crops require them.

As Dr. Mia-Avny notes, the transition highlights the shift from habit-based farming to precise, measurement-driven agricultural practices responsive to real-time environmental signals.

Read full article HERE



Market Update

Salinas - Leaf Transition Schedules - Fall 2026

Grower / Shipper	Current Location	Transitioning	Commodity	Transition Dates	Smaller Transitions before moving to Yuma Az.
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. - 10/16/2026
Church Brothers	Salinas, CA	Yuma, Az	Lettuce Green Leaf / Red Leaf	Nov 16, 2026	
Church Brothers	Salinas, CA	Yuma, Az	Lettuce Romaine	Nov 2, 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 9, 2026	
Field Fresh Farms	Watsonville, CA	Yuma, Az	Lettuce Iceberg	Nov 9, 2026	
Field Fresh Farms	Watsonville, CA	Yuma, Az	Lettuce Green Leaf / Red Leaf	Nov 9, 2026	
Field Fresh Farms	Watsonville, CA	Yuma, Az	Lettuce Romaine	Nov 9, 2026	
Field Fresh Farms	Watsonville, CA	Yuma, Az	Value Added / Processing Plant	Nov 9, 2026	
Green Gate Fresh	Salinas, CA	Yuma, Az	Value Added / Processing Plant	Nov 9, 2026	
River Fresh Farms	Salinas, CA	Yuma, Az	Broccoli Crowns	Nov 23, 2026	
River Fresh Farms	Salinas, CA	Yuma, Az	Cauliflower	Dec 2, 2026	
River Fresh Farms	Salinas, CA	Yuma, Az	Lettuce Iceberg	Nov 9, 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 9, 2026	Oxnard, Ca. - 10/07 - 11/13/26
River Fresh Farms	Salinas, CA	Yuma, Az	Lettuce Romaine Hearts	Nov 9, 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 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!

Your Dedicated NPC Powered by Foodbuy Staff