PRO*ACT
CONNECTING FARMS | EMPOWERING KITCHENS™

CITY PRODUCE

The Source

Commodity of the Month - Avocados

MARKET ALERTS

Citrus (Oranges): California Valencias remain heavy on larger sizes, with small fruit extremely limited. Size flexibility is recommended as the domestic Navel season approaches.

Green Onion: Baja supplies remain very limited due to heat and low yields, with improvements expected later in October.

Lettuce (Iceberg): Supplies remain tight due to low yields and INSV, with quality issues continuing to support a stronger market.

Lettuce Leaf: Leaf quality has improved, while romaine remains steady with moderate availability and stable pricing.

Onions: Storage onions are now in season, with tight supplies and limited large sizes supporting the market.

Pineapple: Pineapple supplies remain tight through October due to weather, with limited availability and rising market pressure.

Potatoes: New crop potatoes have sizing challenges, while sweet potato supplies remain tight until new harvests increase.

Strawberries: California supplies are declining due to heat-related quality and yield issues, while shipments from Mexico and Baja continue to increase.

OCTOBER 7, 2026

CROP UPDATES

October has started with another round of summer-like heat across California, adding stress to crops as the Salinas season winds down. Strawberries are seeing lower yields and more quality issues, while INSV continues to pressure romaine and leaf supplies. Huron harvests are expected to begin next week ahead of the desert transition, where cooler temperatures and light rain should benefit newly planted crops. California Valencia oranges are also winding down as the first Navel harvests begin, marking the seasonal shift into fall. Read more

WEATHER

California: Heat will continue through Thursday before cooler, onshore conditions arrive for the weekend.

Mexico: Scattered showers and cooler temperatures are expected across Central Mexico through the weekend.

Florida: Scattered storms and heavy rainfall are expected across Florida through the weekend, with a tropical system possible near the Panhandle.

Arizona: A trough will bring cooler temperatures and increased shower chances across Arizona into Sunday.

FREIGHT

This week transportation sees increased shift of produce items to new, seasonal growing regions and the demand for out of route pickups. Shipper delays are going to increase dwell time at veg shippers, especially with iceberg lettuce items.

PRO FRESH LOGISTICS

IN PEAK SEASON

- Carrots
- Grapes
- Stone Fruit

Table of Contents

Apples

Asparagus

Avocados

Bell Peppers

Berries (Blackberries)

Berries (Blueberries)

Berries (Raspberries)

Berries (Strawberries)

Broccoli

Brussel Sprouts

Carrots

Cauliflower

Celery

Citrus (Grapefruit)

Citrus (Lemon)

Citrus (Limes)

Citrus (Oranges)

Cucumbers

Eggplant

Garlic

Grapes (Green/Red)

Green Onions

Kale

Lettuce Iceberg

Lettuce Leaf

Lettuce Tender Leaf

Melon (Cantaloupe)

Melon (Honeydew)

Melon (Watermelon)

Mushroom

Onions

Pears

Pineapples

Potatoes

Squash

Stone Fruit

Tomatoes

Commodity Updates

Apples

The new-crop apple parade is officially underway, although nobody has yet bothered to install a marching band. Galas and Honeycrisp are leading the charge, with Granny Smith and Golds stumbling along behind them. Reds and Fujis are waiting in the wings, while Pink Ladies are apparently taking their sweet time.

Commodity/Region	Supply	Price	Quality
Yakima, Washington (August - July)	Light	$$$	Good

Asparagus

Asparagus prices are gradually easing as supplies increase, with Southern Baja leading production despite minor delays from Hurricane Polo. Heavier shipments are expected through early next week, with strong availability continuing into late October before tightening. Meanwhile, El Niño is reducing yields and quality in Northern Peru and Southern Ecuador, raising supply concerns for December and January, though improved production in Southern Peru is helping offset some shortages amid strong global demand.

Commodity/Region	Supply	Price	Quality
Caborca (Year Round)	Light	$$$	Fair
Peru (Year Round)	Light	$$$	Good
Ohio/NC/MI/NJ (June - September)	Light	$$$	Good
Mexico (Ciudad Obregon) (Year Round)	Light	$$$	Good

Avocados

The Flora Loca crop continues to be the primary variety, with the new Adventajada crop beginning to arrive. Current peak sizes are 60-count, followed by 48-count.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	$$$	Good
California (April - July)	Light	$$$	Good

Bell Peppers

Green bell pepper supplies remain adequate, with Eastern production from Michigan, New York, and New Jersey expected through early to mid-October. Quality in the East is mixed but improving, while Western supplies remain steady, though California weather may impact quality in the coming weeks.

Commodity/Region	Supply	Price	Quality
California (May - October)	Steady	$$$	Good
Ohio/NC/MI/NJ (June - September)	Steady	$$$	Good

Price Key: $$$ -Low, $$$ -Steady, $$$ -High

Supply Partners

Commodity Updates

Berries (Blackberries)

Supplies continue to increase into mid-October as more fruit arrives from Central Mexico, improving availability and driving markets lower.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Steady	$$$	Good

Berries (Blueberries)

Conventional supplies from Central Mexico and Peru remain steady, while organic availability continues to be limited, with demand exceeding supply.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Steady	$$$	Excellent

Berries (Raspberries)

Supplies are becoming more stable as Mexican product continues to enter the U.S. through Texas and San Diego.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Steady	$$$	Good

Berries (Strawberries)

ALERT

California supplies are winding down as recent heat has reduced quality and yields in Salinas, Watsonville, Santa Maria, and Oxnard, with harvest crews slowing to maintain quality. Meanwhile, shipments from Central Mexico and Baja are increasing through Texas and San Diego and are expected to continue growing in the coming weeks.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Steady	$$$	Fair

Price Key: $$$ *-Low,* $$$ *-Steady,* $$$ *-High*

Supply Partners Driscoll's Only the Finest Berries™ naturipe FARMS

Commodity Updates

Broccoli

Broccoli supplies have improved slightly, but overall availability remains below normal. Diamondback Moth pressure continues to impact younger fields, reducing yields and limiting production. While supplies are showing some improvement, the market is expected to remain firm, with prices likely trending higher into next week. Six-week average pricing continues to be taken into consideration.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Light	$$$	Fair
Santa Maria, California (Year Round)	Steady	$$$	Fair
Salinas, California (May- October)	Light	$$$	Fair

Brussel Sprouts

Brussels sprout supplies remain tight due to ongoing insect pressure affecting yields and availability. As demand increases, markets are expected to strengthen, with prices likely to rise in the near term.

Commodity/Region	Supply	Price	Quality
Mexico (December-August)	Light	$$$	Good
Oxnard / Salinas, CA (May - July) (July-Dec)	Light	$$$	Good

Carrots

Production has transitioned to the Cuyama/Lancaster region through October, with strong availability and good quality. Grimmway has also begun shipping from its new Minnesota facility, which is expected to run through late November or early December. Select SKUs will ship exclusively from this location, with pricing remaining consistent with California.

Commodity/Region	Supply	Price	Quality
Imperial Valley (February - May)	High	$$$	Excellent
Kern County (October - Feb)	Steady	$$$	Good
Various Northwest Regions (July - October)	Steady	$$$	Good

Cauliflower

Cauliflower availability has improved as more fields have come forward, allowing for heavier harvesting. While some suppliers may still experience gaps into next week, overall supplies are becoming more available. Diamondback Moth pressure continues to impact yields, particularly in South County and Santa Maria, but improved production is easing the overall supply situation. Expect the market to continue declining as availability improves.

Commodity/Region	Supply	Price	Quality
Santa Maria, California (Year Round)	Light	$$$	Good
Salinas, California (May - October)	Steady	$$$	Good

Celery

The market is steady to start the week, and we expect this pattern to continue. Santa Maria and Salinas will have good availability across all sizes throughout the week. Shippers continue to flex, creating good promotional opportunities. Quality remains above average with most shippers.

Commodity/Region	Supply	Price	Quality
Oxnard, California (Year Round)	Steady	$$$	Good

Price Key: $$$ -Low, $$$ -Steady, $$$ -High

Supply Partners

Commodity Updates

Citrus (Grapefruit)

Star Ruby grapefruit are available, with peak sizing on 48-count fruit, shipping from Riverside and the San Joaquin Valley.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Steady	$$$	Good
Texas (October - April)	Light	$$$	Good

Citrus (Lemons)

The lemon market remains steady, with tight supplies expected to keep pricing firm in the near term. Offshore fruit is available on both coasts as production transitions from Ventura County/Oxnard to the California Desert and Arizona regions.

Commodity/Region	Supply	Price	Quality
CA Desert/Yuma (October - February)	Steady	$$$	Good
San Joaquin Valley (October - May)	Light	$$$	Good

Citrus (Limes)

Mexico lime supplies are tightening as production shifts to new growing regions, with hot weather expected to limit volumes through October. Prices are expected to remain firm, while larger sizes become more limited. Peak sizing is expected to be 200/230/250-count, with new-region fruit currently producing mostly 175/200/230-count sizes.

Commodity/Region	Supply	Price	Quality
Veracruz (Year Round)	Steady	$$$	Good

Citrus (Oranges)

ALERT

The California Valencia crop continues to peak on larger sizes, primarily 56- and 72-count fruit, while 113- and 138-count oranges remain extremely limited. Size flexibility will be essential to ensure consistent supply, with larger fruit often needed as substitutions. Suppliers are managing contract size averages, and schools and DOD programs are encouraged to accept 88- or 72-count fruit. The domestic Navel season is expected to begin soon.

Commodity/Region	Supply	Price	Quality
San Joaquin Valley (Year Round)	Light	$$$	Fair

Cucumber

The cucumber market remains steady, with stable Eastern supplies supported by good quality and strong demand. Western availability has improved this week, with suppliers offering competitive pricing on super select and plain cucumbers.

Commodity/Region	Supply	Price	Quality
Mexico (November - May)	Steady	$$$	Good
Baja California (May - October)	Light	$$$	Good
Ohio/NC/MI/NJ (June - September)	Steady	$$$	Good

Price Key: $$$ *-Low,* $$$ *-Steady,* $$$ *-High*

Supply Partners Sunkist FRESH LINK

Commodity Updates

Eggplant

Central Valley supplies remain steady, while Eastern local programs in Tennessee, North Carolina, and Michigan were limited this week. Overall quality remains good.

Commodity/Region	Supply	Price	Quality
California (May - October)	Steady	$$$	Good
Ohio/NC/MI (June - September)	Steady	$$$	Good

Garlic

The 2026 California crop continues to ship with good quality and availability, meeting expectations as the season progresses.

Commodity/Region	Supply	Price	Quality
East Coast (Year Round)	Steady	$$$	Good
Bakersfield, California (Year Round)	Steady	$$$	Good
Gilroy, California (Year Round)	Steady	$$$	Good

Grapes

The green grape market is up approximately two dollars from last week and is expected to continue strengthening in October as some shippers finish their harvest for the season. Sweet Globes and Autumn Kings will continue shipping from storage until imports begin arriving in November. The red grape market remains mostly steady, with some shippers showing slight increases as they work through their oldest varieties.

Grapes (Green)

Commodity/Region	Supply	Price	Quality
Mexico (May - June)	Steady	$$$	Good

Grapes (Red)

Commodity/Region	Supply	Price	Quality
Mexico (May - June)	High	$$$	Good

Green Onions

ALERT

Baja production remains extremely limited due to continued heat, lower yields, and smaller sizing, keeping the market firm. Water availability and potential monsoonal weather in October may create additional challenges, with improved supplies expected as fall production ramps up in mid-to-late October.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Light	$$$	Good

Kale

Kale supplies and quality remain good, with stable market conditions expected into next week.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	$$$	Good
Oxnard, California (Year Round)	Steady	$$$	Good
Salinas, California (May - October)	Steady	$$$	Good

Price Key: $$$ -Low, $$$ -Steady, $$$ -High

Supply Partners

Commodity Updates

Lettuce Iceberg

ALERT

Lower yields in Salinas and Santa Maria continue to keep supplies tight and the market active. Ongoing INSV pressure is limiting availability, while quality challenges, including outer-leaf discoloration, misshapen heads, and insect damage, remain a concern. With reduced yields, disease pressure, and steady demand, the market is expected to strengthen through the week.

Commodity/Region	Supply	Price	Quality
Santa Maria, California (March-December)	Light	$$$	Fair
Salinas, California (May - October)	Light	$$$	Fair

Lettuce Leaf

ALERT

Light disease pressure continues on romaine, while conditions for green and red leaf have improved in both Salinas and Southern California. Supplies remain below budget, but lighter demand is providing better availability. Romaine hearts are moderately available, with the market expected to remain steady in the mid-to-high teens.

Commodity/Region	Supply	Price	Quality
Salinas, California (May - October)	Steady	$$$	Fair

Lettuce Tender Leaf

Some spring mix varieties have experienced occasional shelf-life issues, though overall quality remains fair to good. With another heat wave this week, fluctuating growth rates may impact quality, so shelf life should be monitored closely.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	$$$	Good
Oxnard, California (Year Round)	Steady	$$$	Good
Salinas, California (May - October)	Steady	$$$	Fair

Melon (Cantaloupe)

Domestic cantaloupes continue shipping from Central California as the Westside season nears its end, with peak sizing on 9-count fruit. Cooler weather and lower yields are driving prices higher. Production will transition to Yuma in October, followed by offshore supplies at the end of November.

Commodity/Region	Supply	Price	Quality
Central America (December - May)	Steady	$$$	Good

Price Key: $$$ *-Low,* $$$ *-Steady,* $$$ *-High*

Supply Partners

Commodity Updates

Melon (Honeydew)

Domestic honeydews continue shipping from Central California as the Westside season winds down, with peak sizing on 5-count fruit. Cooler weather and lower yields are pushing prices higher. Nogales honeydews are expected later this month, with production transitioning to Yuma in October and offshore supplies by the end of November.

Commodity/Region	Supply	Price	Quality
Central America (December - May)	Steady	$$$	Excellent

Melon (Watermelon)

Watermelon demand and supplies are declining as cooler weather slows the market across growing regions. Limited shipments from Nogales are beginning, with stronger supplies expected throughout October.

Commodity/Region	Supply	Price	Quality
Arizona (June-July) (October-November)	Steady	$$$	Good

Mushroom

New government duties are expected to increase prices as demand continues to outpace available supply.

Commodity/Region	Supply	Price	Quality
Nationwide	High	$$$	Excellent

Onions

ALERT

The summer onion season has ended, with storage onions now driving the market. Supplies remain tight due to strong demand, early regional season endings, and freight costs, while larger-size onions continue to be limited.

Commodity/Region	Supply	Price	Quality
Eastern Orgeon/Parma, ID (August - April)	High	$$$	Excellent
San Joaquin Valley (May - August)	Light	$$$	Good
Tri-Cities, Washington (July - April)	High	$$$	Good

Pears

Washington Bartletts are peaking on larger sizes with 110s and smaller being only a small part of the packout. New-crop Anjou are just starting in a light way. Overall, the pear market remains mostly steady.

Commodity/Region	Supply	Price	Quality
	Steady	$$$	Good

Price Key: $$$ -Low, $$$ -Steady, $$$ -High

Supply Partners JC Watson Packing Company, Rainier Fruit Company

Commodity Updates

Pineapples

ALERT

Extreme weather and El Niño conditions have reduced pineapple production, tightening supplies through the end of October. Contract orders should be covered, but limited open-market availability may push prices higher. Quality remains good, while crownless 8- and 10-count fruit and organic pineapples continue to be limited.

Commodity/Region	Supply	Price	Quality
Costa Rica (Year round)	Light	$$$	Good

Potatoes

ALERT

Old crop Burbank potatoes have finished for the season, with the new crop experiencing sizing challenges, especially on 40–70 count potatoes. Washington quality remains strong, with peak availability on mid sizes, while larger and smaller counts are limited. Color potatoes are readily available, and sweet potato supplies from California and North Carolina remain tight until new crop volume increases.

Commodity/Region	Supply	Price	Quality
Idaho Falls, Idaho (August-July)	Steady	$$$	Good
Pasco, Washington (August-July)	Steady	$$$	Excellent

Squash

East Coast squash supplies remain tight, with light production from North Carolina and New Jersey, while Georgia volumes continue to build ahead of Florida's expected start in mid-to-late October. On the West Coast, yellow squash remains extremely limited, zucchini is slightly more available, and quality is mixed due to recent weather conditions.

Commodity/Region	Supply	Price	Quality
Mexico (November - May)	Steady	$$$	Good
Ohio/MI/OH/NJ/NC (June - September)	Steady	$$$	Good
California (May - October)	Light	$$$	Good

Stone Fruit

Peaches are very nearly done and should end sometime in the next week.. Yellow nectarines, white peaches, and white nectarines are done. Small black plums remain plentiful and attractively priced, offering excellent value. Red plums are in much lighter supply and mostly in larger sizes. The kiwi market is slowly adjusting downward and availability is slowly improving. There are still some imports in the market and California production has started.

Commodity/Region	Supply	Price	Quality
San Joaquin Valley	Steady	$$$	Good

Tomatoes

Round tomato supplies are improving in the East as Virginia ramps up, while Western supplies remain tight from Mexico and steady from California. Roma tomatoes remain limited, with California providing stable quality and Florida not expected until late October or early November. Grape tomato supplies are also tightening as Eastern production declines, with Florida expected to begin shipping in mid-October.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	$$$	Good
Baja California (Spring/Summer - November)	Steady	$$$	Good
California (July - October)	Light	$$$	Good

Price Key: $$$ *-Low,* $$$ *-Steady,* $$$ *-High*

Supply Partners

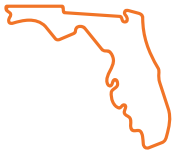
Weather Updates

CALIFORNIA

Heat wave conditions will persist through Thursday, supported by a shallow marine layer and light offshore winds. Morning lows will range from the low 50s to the mid 60s, while daytime highs will reach the upper 70s to mid 80s along the coast and the mid 90s to as high as 107°F inland. Beginning Friday, the high-pressure system will weaken, allowing light onshore winds to return. This will deepen the marine layer and bring cooler temperatures, with weekend highs falling to the mid to upper 60s along the coast and the low 70s to mid 80s inland.

MEXICO

Isolated to scattered showers and thunderstorms are expected across the growing regions of Central Mexico through the weekend, with the greatest chance of rainfall occurring Friday into Saturday. Rainfall amounts of 0.05 to 0.30 inches are expected, though locally higher totals are possible with stronger thunderstorms. Temperatures will trend slightly cooler over the next five days, with highs ranging from the mid 60s to mid 70s through Saturday and the low to mid 70s on Sunday. Overnight lows will remain mostly in the low to upper 50s throughout the weekend.



FLORIDA

Scattered showers and thunderstorms are expected across Florida through the weekend. By Sunday, a developing tropical system may begin impacting portions of the Panhandle. Widespread rainfall is anticipated, with many areas across Northern and Central Florida receiving 2 to 5 inches, while locally higher totals are possible. Southern Florida is expected to see lighter amounts, generally between 1 and 2 inches.

ARIZONA

A Pacific upper-level trough will weaken the ridge this weekend, drawing remnant moisture from Hurricane Rachel into the region. Dry conditions are expected through Saturday before showers develop Saturday night and continue into Sunday. Rain chances increase to 30–50% across central Arizona, with around a 20% chance in Yuma County and only isolated showers across the California deserts. Highs will cool from the upper 90s to mid 100s through Friday into the 80s and low 90s by Sunday, while winds remain mostly light.

For more information: https://www.ventusky.com/?p=31.4;-89.7;3&l=rain-3h

Freight Updates

This week transportation sees increased shift of produce items to new, seasonal growing regions and the demand for out of route pickups. Shipper delays are going to increase dwell time at veg shippers, especially with iceberg lettuce items.

U.S. On-Highway Diesel Fuel Prices*(dollars per gallon) full history XLS

	09/21/26	09/28/26	10/05/26	Change from 2 year ago	Change from year ago	Change from week ago
U.S.	6.529	6.382	6.199	↑ 2.615	↑ 2.488	↓ -0.183
East Coast (PADD1)	6.268	6.137	5.951	↑ 2.388	↑ 2.216	↓ -0.186
New England (PADD1A)	6.517	6.510	6.476	↑ 2.711	↑ 2.518	↓ -0.034
Central Atlantic (PADD1B)	6.546	6.531	6.485	↑ 2.664	↑ 2.599	↓ -0.046
Lower Atlantic (PADD1C)	6.139	5.953	5.699	↑ 2.252	↑ 2.043	↓ -0.254
Midwest (PADD2)	6.680	6.526	6.286	↑ 2.699	↑ 2.616	↓ -0.240
Gulf Coast (PADD3)	6.177	5.955	5.819	↑ 2.553	↑ 2.455	↓ -0.136
Rocky Mountain (PADD4)	6.340	6.407	6.267	↑ 2.647	↑ 2.596	↓ -0.140
West Coast (PADD5)	7.456	7.357	7.229	↑ 2.968	↑ 2.730	↓ -0.128
West Coast less California	6.791	6.643	6.490	↑ 2.649	↑ 2.400	↓ -0.153
California	8.246	8.181	8.082	↑ 3.340	↑ 3.111	↓ -0.099

prices include all taxes

For more information: https://www.eia.gov/petroleum/gasdiesel/

Crop Updates

October Starts Hot

October is here, but summer weather is still hanging on out West.
Another round of heat has pushed temperatures well above normal across California, adding more stress to crops already trying to finish out a long Salinas season. The Central Coast is still seeing temperatures in the 80s and 90s, with triple digits farther inland before conditions finally cool later this week.

Strawberries are taking the biggest hit right now. Growers pushed hard to get fruit off ahead of the heat, but yields are still dropping and more fruit is being culled. Smaller berries, sunscald, white shoulders, bruising and overripe fruit are all becoming more common, and crews are slowing down to keep packs as clean as possible.

Lettuce remains high on the watch list too. Romaine, Romaine Hearts and the smaller specialty romaine packs are dealing with heavier INSV pressure, and usable yields continue to shrink as Salinas finishes out. What was trailing iceberg a few weeks ago is now starting to catch up.

Huron is scheduled to begin next week, giving the industry another source of lettuce and leaf before the full desert transition in mid-November.
At the same time, plantings are already underway in the Yuma area. The desert is still hot, with highs around 104 to 105 degrees through Friday, but cooler weather is on the way this weekend. There is also some rain in the forecast. At this point, the Yuma area looks more likely to see light rainfall than anything disruptive, which growers may welcome as a little free irrigation while those young crops get established.

Crop Updates

Citrus is making its own transition. California Valencias are winding down and should continue shipping through late October, while the first limited Navel harvests are expected to begin next week. Volume will build over the following several weeks, and that should finally bring some relief on the smaller sizes that have been difficult throughout the Valencia season.

Fall may be on the calendar, but the crops are still dealing with summer weather that won't quit. The next few weeks are about finishing Salinas, getting Huron started and watching the desert crop get established ahead of the mid-November transition.