Market Outlook

Week 46: November 9-15, 2026



Market Alert

- Asparagus
- Avocados
- Beans
- Berries
- Cabbage
- Cauliflower
- Cucumbers
- Grapes
- Lettuce
- Mushrooms
- Peppers
- Squash
- Tomatoes

Transportation

Nat'l Diesel Avg: $6.292 ▼
Last Year: $3.753 ▲
Nat'l Fuel Surcharge: $0.92
Shortages:

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



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

Weather Outlook

Oxnard, CA: Partly cloudy skies with highs in the upper 70s and lows in the 50s and 60s.
Salinas, CA: Mostly cloudy skies and showers with highs in the 60s to 70s and lows in the 40s to 50s.
Yuma, AZ: Sunny and partly cloudy skies with highs in the 80s and lows in the lower 60s.
Immokalee, FL: Mostly cloudy skies with highs in the 70s to 80s and lows in the 60s.
Idaho Falls, ID: Partly cloudy skies with highs in the 50s and lows in the lower 30s.



Market Update

apples



Washington apples are entering November with good overall quality. Earlier forecasts placed production around 176 million bushels, approximately 2% below last season, though later industry observations suggested an even smaller fresh crop. Cooler late-season weather improved color and internal quality across most varieties, although some challenges have been reported in Honeycrisp and SugarBee. Gala, Fuji, Granny Smith, Honeycrisp, Red Delicious and premium varieties should provide a broad assortment heading into the holidays.

asparagus



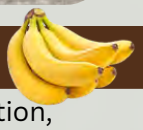
ALERT Supplies are expected to remain tight, with Peru and Mexico contributing but neither producing enough volume for comfortable availability. Mexican production remains below normal due to weather-related losses and reduced yields, while Peru is also experiencing lower yields. The market is becoming more dependent on Peru as Mexican programs decline, but the shift has not fully closed the supply gap. Standards and larger sizes should remain the most challenging, while smaller sizes and tips should have better availability. Tight supplies are expected through Thanksgiving and potentially into the transition to Caborca production.

avocados



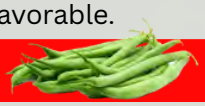
RADAR The outlook has changed materially since last week following the roughly 10-day Michoacán harvest stoppage that began October 23. As of November 5, picking operations are restarting, but U.S. supplies will take time to recover. Jalisco continued operating during the disruption but could not fully replace Michoacán volume, significantly drawing down U.S. inventories. Replenishment could take approximately 7 to 14 days depending on harvest, packing, transit, distribution and ripening. Certain sizes, particularly 40s and 60s, remain constrained. Next week should be viewed as a recovery period rather than a return to normal 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 remain tight as reduced yields, seasonal transitions, and weather challenges continue to limit availability. Mexico has provided little relief, while recent South Florida rainfall has further impacted harvesting. Prices continue to increase, and available product is being prorated.

berries



Blackberries: **ALERT** Supplies are improving, with steady production from Central Mexico and limited volume from California. Quality is also improving, although recent rain has resulted in some tender fruit. As growing regions dry out, further quality improvements should help maintain consistent supplies in the weeks ahead.

Blueberries: **ALERT** Supplies are increasingly reliant on imports, with the next few weeks expected to be the most challenging. The domestic season has ended, while new Mexican regions will not begin until late November. Container arrivals have improved, and quality remains good. Volumes are expected to remain steady as import regions continue ramping up production.

Raspberries: **ALERT** Supplies are expected to remain limited through most of November as Central Mexico recovers from previous rains. Quality continues to be impacted by wet conditions, with raspberries facing greater challenges than blackberries. Volumes are expected to remain below previous forecasts, although improving weather should support better quality and increased production in the coming weeks.

Strawberries: **ALERT** Supplies remain extremely tight as demand exceeds availability, resulting in allocations and pro-rates. Santa Maria and Oxnard continue to face significant rain-related quality



Market Update

berries cont...

issues, reducing yields, delaying harvests, and creating shelf-life concerns. Orders are subject to allocations beginning with a 50% pro-rate this week. Mexico remains limited as the season gets underway. Supplies are expected to remain short through November, with only fair quality until new growing regions improve production.

broccoli

Broccoli: Supplies remain steady with good demand. Cooler temperatures have reduced insect pressure, improving quality and returning insect presence to normal levels. Supplies and pricing are expected to remain steady over the next few weeks as yields improve. Yuma production is expected to begin in a few weeks, with early reports positive.

Broccolini: Supplies and pricing continue to improve, while demand remains strong. Cooler temperatures should further reduce insect pressure and improve yields and availability. Continued supply and market improvement is expected.

brussels sprouts

Supplies are steady, with quality reported as only fair. Cooler temperatures have reduced insect pressure to normal levels. Availability is expected to be steady over the next few weeks, while pricing remains strong.

cabbages

ALERT Supplies remain limited after previous insect pressure impacted yields. Cooler temperatures have reduced insect pressure to normal levels, although quality remains only fair. Demand is elevated, and markets are expected to remain escalated until growers transition to Yuma over the next few weeks. Initial desert reports are positive.

carrots

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

cauliflower

ALERT Supplies are light while demand remains strong, with product currently coming from Salinas and Santa Maria. Availability is expected to remain limited until the transition to Yuma in a few weeks. Initial reports from the desert region are positive.

celery

Supplies remain steady with elevated demand from Salinas and Santa Maria. Overall quality is only fair, while yields are covering weekly contracts. Supplies are expected to gradually decline as current regions wind down, putting upward pressure on pricing.

citrus

Limes: Supplies are generally adequate but moving into a seasonal shoulder period, particularly in Mexico. Mexico remains the dominant U.S. source, with Colombia providing an increasingly important secondary supply. Both origins are moving out of peak production and into lower-volume shoulder seasons. Since both produce year-round, the primary concern is not a supply gap but potential volatility from weather, sizing shifts and changing pack-outs.

Lemons: California supply is in a seasonal transition as coastal production wraps up, desert harvest accelerates and Central Valley production develops. Desert fruit has faced some quality challenges from excessive heat, humidity and wind, though sizing has generally been favorable. Central Valley production has started with positive reports for volume, size and quality. Meanwhile, imports are declining seasonally, shifting the U.S. market increasingly toward domestic California production.

Oranges: Initial Navel production is weighted toward smaller sizes, with 113s and 138s predominant early in the season. The broader crop outlook is favorable, with the 2026/27 California Navel crop forecast around 84 million cartons, approximately 2.4% above last season and 15% above the five-year average. Volume should strengthen through November and December, creating better California supply. Smaller sizes should remain plentiful early, while the size distribution broadens as additional districts mature.



Market Update

cucumbers



RADAR Eastern supplies have tightened as North Carolina finishes and Georgia advances through its season, with early Florida production providing support. Western supplies remain lighter with some weather-related quality concerns, but increasing Sonora production should improve volume and quality.

eggplant



Supplies remain generally adequate, with steady Eastern production and consistent Western volume from Fresno. Limited Mexican production has begun, but significant additional volume is not expected until mid-November, keeping near-term availability stable.

grapes



ALERT Green grape supplies remain tight with limited availability and elevated pricing as California winds down and growers ship from storage. These conditions are expected to continue into early December. Where possible, shifting away from green grapes is recommended.

herbs



Availability remains generally stable, particularly for basil, mint, rosemary, thyme, oregano, dill and several specialty herbs. California and Baja remain key sources, supplemented by Colombia, Ecuador and Peru depending on variety. Cooler temperatures and shorter daylight will gradually slow domestic growth, increasing reliance on Baja and imports through November.

kale



Supplies remain steady with elevated demand and good quality. Availability may fluctuate as growers transition to Yuma and Mexico over the next few weeks. Cooler temperatures have reduced insect pressure to normal levels, while pricing is expected to remain steady.

lettuce



Green & Red Leaf: **ALERT** Supplies remain extremely limited, with only fair quality due to previous weather pressures. Cosmetic issues may become more visible several days after harvest. Strong demand continues to drive significant market escalation. Quality and supply challenges are expected until the transition to Yuma in a few weeks, where initial reports are positive.

Iceberg: **ALERT** Supplies remain short while demand is elevated. Carton weights remain lighter than normal, although head sizing has improved. Growers continue to face field-level quality challenges, while production from Huron is helping overall supply and quality. Improvement is expected as production transitions to Yuma in the next few weeks.

Romaine: **ALERT** Supplies remain extremely short with elevated demand. Carton weights are expected to remain lighter than normal, and growers report poor quality with internal and external issues from previous growing pressures. Yields remain light due to quality challenges. Conditions are expected to improve following the transition to Yuma in a few weeks, where early reports are favorable.

Tender Leaf: Supplies remain steady with fair quality. Availability may fluctuate over the next few weeks as growers transition to Yuma. Cooler temperatures have reduced insect pressure, although baby leaf quality may remain inconsistent due to some mildew damage.

melons



Rains across the desert region paused harvests and may affect quality for the remainder of the Yuma season, with some dirt, mud and scarring expected. Cantaloupes are mainly 9s and 12s, with few jumbos, while honeydews are mostly 5/5Js with limited 6/8s. Internal quality remains strong, with Brix at 12% or higher. Guatemalan cantaloupes begin arriving in Florida late next week and California around Thanksgiving, with favorable growing conditions supporting a positive start to the offshore season.



Market Update

mushrooms

ALERT Supplies remain very limited as demand continues to increase ahead of the holiday season. Quality is fair, while labor challenges are affecting harvests. White buttons are particularly limited due to missed harvest windows and sizing issues. Supplies are expected to remain light through the next month.

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 have nearly returned to normal, with Mexico remaining the primary growing region. Availability and quality continue to recover from previous weather-related challenges, with improved volumes crossing from Mexico. Supplies are expected to continue improving week over week.

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 Eastern supplies are moderate as production transitions to Georgia, with good quality and volumes meeting demand. Florida should begin within 7–10 days, further improving availability. Western supplies remain snug during the Fresno-to-Coachella transition but should improve as Coachella production increases.

peppers chili

ALERT Availability is improving in the East as Georgia production increases, with most varieties meeting demand except tighter poblanos. Florida should begin within 10–14 days, adding volume. Western supplies remain lighter, particularly for poblanos, serranos, and husked tomatillos, but should improve as Sonora ramps up.

pineapples

Supply is steady overall but trending toward larger fruit. Small fruit (9/10 count) is limited, while 7-count remains very tight. Other sizes and crownless fruit are balanced, with strong internal quality and Brix averaging 15.8°. Recent heavy rains caused some basal spot and reduced planting, while increased sunshine is contributing to sunburn. U.S. spot prices have increased, particularly for 7-count. Reduced planting is expected to lower volumes in the second half of 2027.

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 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 are generally adequate, with steady Eastern availability from Georgia and Florida and volumes building in Sonora. Overall quality is good, though early Sonora zucchini has shown some yellowing and wind scarring, which should improve over the next week. Larger sizing remains prevalent across the market.

tomatoes

AOG Supplies remain extremely tight nationwide across grape, Roma, round, and cherry varieties as demand outpaces production and regional transitions and weather issues limit availability. Eastern supplies are beginning to improve as Florida production starts, though meaningful volume is still a few weeks away. Western supplies remain challenged following weather impacts in Baja and Central Mexico, with quality issues limiting pack-outs. Additional production later in November should support gradual improvement, but near-term availability is expected to remain tight.





In The News...

Research links avocado and mango consumption to better vascular health

November 6, 2026 | ***FreshFruitPortal.com***

With Consuming avocado and mango every day could support heart health, according to a study conducted on prediabetic adults by researchers at the Illinois Institute of Technology and published in the Journal of the American Heart Association. According to Science Daily, the results are particularly relevant considering that one in three people in the US is prediabetic.

The study, funded by the National Mango Board and the Hass Avocado Board, looked into the health of 82 prediabetic adults aged 25 to 60 classified by researchers as overweight or obese. According to the paper, participants were generally healthy, non-smokers, did not follow special diets, and had no major chronic diseases.

Healthy diets offer health results

For eight weeks, the team behind the experiment followed calorie-controlled meal plans based on typical US dietary patterns. One group ate half a Hass avocado and a cup of fresh mango daily, while the control group received carbohydrate-based alternatives with comparable caloric content.

To make the comparison as consistent as possible, researchers prepared and delivered meals covering 75 percent of each participant's estimated daily caloric needs, with them choosing the rest of their food independently. This gave the cohort some flexibility while helping researchers limit differences between the two diets and promote adherence.

After the study period, participants who consumed avocado and mango showed improvements in blood vessel function and diastolic blood pressure, especially men. These benefits occurred without weight gain or changes in calorie intake.

“This research reinforces the power of food-based strategies to help reduce the risk of cardiovascular disease, especially in vulnerable populations such as people with prediabetes,” said lead researcher and Illinois Institute of Technology professor Britt Burton-Freeman.

What research says about mango and avocado

The publication emphasized that mango provides dietary fiber and is an excellent source of vitamin C, an antioxidant that helps protect cells. Meanwhile, the fruit’s high fiber content supports digestion and could help regulate blood sugar, weight management, and support cardiovascular health.

As for avocado, the study highlighted its high fiber levels, which help control cholesterol, blood sugar, and body weight. The fruit also provides unsaturated fats that can help reduce LDL cholesterol, and potassium, which can help regulate blood pressure.

The study did not specify whether eating both fruits together provides greater benefits than consuming them separately.

The main marker for good health

One of the clearest improvements found in the study was blood vessels’ ability to dilate as blood flows through them, helping to maintain healthy circulation.

To evaluate this response, researchers measured flow-mediated dilation, a standard test of endothelial function. Notably, the endothelium is a thin layer of cells lining the inside of blood vessels that helps regulate circulation and the dilation and contraction of arteries.

Among participants who ate avocado and mango, this...
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 ***