

Crop Update

May 6, 2026

Markets Begin to Ease, but Availability Remain Tight

First off, Happy Mother's Day to all the moms out there. As we move past one of the biggest holiday pulls of the spring season, we're finally starting to see a little pressure come off parts of the market, though row crops are still feeling tight.

Romaine, iceberg, broccoli, and cauliflower continue to deal with the effects of recent weather, transition gaps, and disease pressure in Salinas. Quality ranges from fair to good depending on the field, while weights and densities continue to vary significantly. Internal burn, fringe burn, INSV, and Sclerotinia are all reducing yields and keeping supplies tighter than normal.

Iceberg has been one of the more volatile items over the past several weeks, though we're finally starting to see some slight improvement in production. Broccoli and cauliflower are stabilizing slowly as weather improves, but supplies are still well below normal and markets remain elevated.

Romaine remains snug as well, with limited yields out of Salinas and only temporary relief coming from Mexican crossings through South Texas as that season winds down.

Tomatoes, on the other hand, are finally starting to move in a better direction.



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After several weeks at elevated levels, markets have corrected quickly, especially on romas. Rounds are still higher but are beginning to ease as Florida, Baja, and Jalisco all ramp up production.

Florida volume and quality continue to improve week over week, while new production out of Mexico is helping fill gaps left behind by Sinaloa as that season wraps up.

Grape and cherry tomatoes remain the steadiest category and should continue to soften gradually into late May as additional supply comes online.

Strawberries are also beginning to stabilize as we move past the Mother's Day pull.

Availability is still somewhat light due to recent cooler weather and overcast conditions, but warmer temperatures and softer post-holiday demand should help improve production heading into the weekend. Santa Maria and Watsonville are both expected to see better numbers over the next several days.

Markets are expected to soften next week, though open market availability remains lighter than normal.

Overall, the market still feels tight in spots, but we're finally starting to see some pressure come off compared to where we were in recent weeks.

