

The Source

Commodity of the Month - Avocados

MARKET ALERTS

Asparagus: Tropical storms cut Mexico's asparagus production by half, boosting prices and Peruvian demand. Peru's northern harvest ramps up by December, offsetting Mexico's uncertainty. Miami arrivals are back on schedule for Thanksgiving.

Blackberries: This item is rising due to weather-driven demand and is filling shortages across row crops and berries.

Blueberries: Markets firm; fewer Peruvian containers. Central Mexico volume rising; light Argentine berries arriving in Florida.

Raspberries: Like blackberries, this item's up on weather-driven demand and fills shortages across crops and berries.

Strawberries: Demand exceeds supply; CA rain halts harvests. Santa Maria past peak; Oxnard slow to improve. Production gap until Central Mexico in 2 weeks; Baja 4-6 weeks out. Tight fill rates, limited open market fruit for 3-4 weeks.

Broccoli: Supplies limited; pin-rot affects yields. Insect control key. Market expected to rise next week.

Brussel Sprouts: Supplies very limited due to insect pressure, decay, and small sizing in Salinas and Oxnard.

Caiflower: Supplies tight due to quality and insect issues; market to stay high.

Lemons: Markets strong; District 1 light harvest starting; District 3 tapering; small sizes tight; Mexico shipping via South Texas.

Limes: Storm Priscilla halts harvests, tightens supplies, raises prices; large fruit dominates, small scarce.

Oranges: Valencias nearly done; navels start light next week, delayed by rain. Cooler nights aid color. Sizes 72/88/113ct; mandarins begin soon.

Lettuce (iceberg): Demand outpaces supply; prices high. INSV causes shortages and quality issues. Huron production starting, improving over 3-4 weeks.

Lettuce Leaf: Light supplies on romaine and leaf; romaine hearts scarce for 2+ weeks. Prices escalated. Huron production starting, volumes rising next week.

Cantaloupes: Westside ending; shift to Brawley/Yuma delayed by rain. Limited supply, rising demand, mostly 9s sizing.

OCTOBER 15, 2025

CROP UPDATES

Rain and humidity in Salinas are causing harvest delays, lower yields, and quality issues, especially in leafy greens and broccoli. The desert transition begins mid-November, with early Yuma quality looking strong. Huron offers limited relief. Strawberries remain tight, and small citrus sizes are scarce. Flexibility and communication with shippers are essential. [Read more](#)

WEATHER

California: Light showers taper off Wednesday as skies clear and temps gradually warm. Highs rise from 60s-70s midweek to 80s by the weekend. A slight chance of rain returns Sunday night with cooler temps early next week.

Mexico: Temps warm into the 70s-80s through the weekend with lows in the 50s-60s. Mostly dry, with isolated showers possible through Oct 19.

Florida: Florida stays dry through Saturday, with isolated showers possible Sunday. Highs in the 80s, lows in the 50s-60s north and 60s south. Gusty winds in the south and Tampa Bay.

Arizona: A dry front cools the low deserts Wednesday, with highs in the 70s and lows in the 50s. Temps warm to the 80s by Sunday; Wenden may hit upper 40s Thursday and Friday.

FREIGHT

FREIGHT this week continues to see challenges from Idaho in the Pacific Northwest with the shortage of trucks. Expect changing in growing regions and fall loading to create delays with trucks loading on the West Coast. Advance booking and preparation is highly encouraged.

PRO*FRESH
LOGISTICS

Pineapples: Costa Rica storms limit pineapples through year-end. High demand for crownless. Mexican pineapples limited but good quality. Expect substitutions and cancellations..

Squash: Western markets high; NC light; Northeast ending; Georgia slowed, prices firm.

Tomatoes: Markets up; CA rounds done; Baja rain slows; Quincy strong; Roma short; grapes limited, quality down.

IN PEAK SEASON:

- Apples





Table of Contents



[Apples](#)



[Citrus \(Grapefruit\)](#)



[Melon \(Cantaloupe\)](#)



[Asparagus](#)



[Citrus \(Lemon\)](#)



[Melon \(Honeydew\)](#)



[Avocados](#)



[Citrus \(Limes\)](#)



[Melon \(Watermelon\)](#)



[Bell Peppers](#)



[Citrus \(Oranges\)](#)



[Mushroom](#)



[Berries \(Blackberries\)](#)



[Cucumbers](#)



[Onions](#)



[Berries \(Blueberries\)](#)



[Eggplant](#)



[Pears](#)



[Berries \(Raspberries\)](#)



[Garlic](#)



[Pineapples](#)



[Berries \(Strawberries\)](#)



[Grapes \(Green/Red\)](#)



[Potatoes](#)



[Broccoli](#)



[Green Onions](#)



[Squash](#)



[Brussel Sprouts](#)



[Kale](#)



[Stone Fruit](#)



[Carrots](#)



[Lettuce Iceberg](#)



[Tomatoes](#)



[Cauliflower](#)



[Lettuce Leaf](#)



[Celery](#)



[Lettuce Tender Leaf](#)



Commodity Updates



Apples

October may present challenges for securing food service size apples. Near-perfect weather in September promoted continued growth, and varieties like Gala and Granny Smith have sized up significantly. While later harvests could show some variation, current projections suggest that 125s and 138s will be less abundant than typically expected from a crop of this volume.

Commodity/Region	Supply	Price	Quality
Hudson, New York (September - June)	Steady	\$\$\$	Good



Asparagus

ALERT

Tropical storms in Mexico have cut asparagus production to about 50%, pushing prices higher and increasing demand for Peruvian supply. Peru is shifting from southern to northern regions, with strong volumes expected by early December—just in time to offset Mexico's uncertain outlook. Miami arrivals are back on track ahead of Thanksgiving.

Commodity/Region	Supply	Price	Quality
Caborca (Year Round)	Light	\$\$\$	Fair
Ciudad Obregon (Year Round)	Light	\$\$\$	Fair
Peru (Year Round)	Light	\$\$\$	Fair



Avocados

Markets remain soft due to decreased demand and ample fruit still on the trees. Both Flora Loca and Aventajada crops are currently being harvested and shipped, with similar dry matter and oil content levels in the mid to high 20s.

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



Bell Peppers

Eastern supply is moderate as local deals wrap up; the West remains light with possible rain delays, but Coachella is starting soon. Central Mexico is leading until Sonora/Obregón ramps up in late November. Good colored pepper availability from California, Mexico, and Canada.

Commodity/Region	Supply	Price	Quality
California (May - June)	Steady	\$\$\$	Good
Ohio (Jun - Sept)	Steady	\$\$\$	Good
Mexico (Jun - Sept)	Steady	\$\$\$	Good

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

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Commodity Updates



Berries (Blackberries)

ALERT

This item is trending upward in response to increased weather-driven demand and is also being used as a substitute to help cover widespread shortages across row crops and berries.

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



Berries (Blueberries)

ALERT

Markets remain firm amid fewer-than-expected Peruvian container arrivals. Central Mexico is gradually ramping up volume, while light shipments of Argentinean air freight berries are beginning to land in Florida.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Light	\$\$\$	Excellent
Dover, Florida (Year Round)	Light	\$\$\$	Excellent
McAllen, Texas (Year Round)	Light	\$\$\$	Excellent



Berries (Raspberries)

ALERT

Similar to the blackberry market, this item is seeing upward pressure due to weather-driven demand. It's also being used as a fill item to help offset shortages across multiple commodities, including row crops and berries.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Steady	\$\$\$	Fair
McAllen (October - May)	Steady	\$\$\$	Fair



Berries (Strawberries)

ALERT

We're in a demand-exceeds-supply market as rain in California has halted harvests, with growers stripping fields and delaying picks. Santa Maria is past peak, and while Oxnard is expected to improve slowly, more rain is forecast for Sunday and Monday. A significant production gap is expected until Central Mexico ramps up in about two weeks, with Baja still 4 to 6 weeks out. Fill rates will remain tight, and open market fruit will be extremely limited over the next 3 to 4 weeks.

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

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

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Commodity Updates



Broccoli

ALERT

Broccoli supplies remain very limited this week. Some pin-rot is showing up due to moisture on the crowns—mostly manageable, but still impacting yields. Managing insect pressure remains the top priority. Expect the market to trend upward heading into next week.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Light	\$\$\$	Fair
Santa Maria, California (Year Round)	Light	\$\$\$	Fair
Salinas California (Year Round)	Light	\$\$\$	Fair



Brussel Sprouts

ALERT

Brussels sprout supplies remain extremely limited, with growers in the Salinas Valley and Oxnard regions facing ongoing challenges from insect pressure, some decay, and smaller sizing.

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



Carrots

Harvest is underway in the Cuyama/Lancaster region and will continue through November. Sizing is consistent with no issues expected. Please place snack pack orders at least 48 hours in advance.

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



Cauliflower

ALERT

Cauliflower supplies remain very limited as quality issues and increased insect pressure—particularly from diamondback moths and aphids—continue to reduce yields. Expect the market to stay elevated heading into next week.

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



Celery

Good availability persists across all sizes of this commodity, with large sizes expected to have the best supply for at least the next few weeks. Supplies remain strong both north and south. Minimal seeder presence continues to be reported, and pricing is expected to stay competitive throughout the week.

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

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

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Commodity Updates



Citrus (Grapefruit).

Marsh Rubies are available, peaking at 48ct, and are shipped from Riverside and the San Joaquin Valley.

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



Citrus (Lemons).

ALERT

Markets remain strong across all sizes, though some relief may come as District 1 (San Joaquin) begins light harvests in the next week. Fruit is slow to color and requires gassing, similar to navels. Volume should increase as cooler nights set in. District 3 (CA Desert/AZ) remains the main region but is tapering off. Sizes 140ct and smaller remain very limited. Mexico is also shipping, with loading available in South Texas.

Commodity/Region	Supply	Price	Quality
CA Desert/Yuma (October - February)	Light	\$\$\$	Fair
Oxnard/Ventura (February - September)	Light	\$\$\$	Fair
San Joaquin Valley (October - May)	High	\$\$\$	Good



Citrus (Limes).

ALERT

Tropical Storm Priscilla is causing harvest halts and delays. Supplies are tightening, with price increases and loading delays expected. Larger sizes will dominate, while small fruit becomes scarce.

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



Citrus (Oranges).

ALERT

Valencias are nearly finished, with very limited availability on the open market. Navel shipments are expected to begin lightly next week, with more volume the week of the 27th. Rain has delayed harvest until possibly Thursday to allow groves to dry. Cooler nights in the mid-40s are helping with natural color. Navels will start with 72ct/88ct/113ct sizing, increasing as the season progresses. Domestic mandarins should begin in the next couple of weeks.

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



Cucumber

Eastern supply is moderate as North Carolina winds down. South Florida will begin in late October to support the transition. Western supply remains steady from Baja, Central Mexico, and Sonora, with improving quality.

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

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

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Commodity Updates



Eggplant

Eastern supply is moderate, led by Georgia. California supplies may tighten due to rain. Mexico is expected to begin crossings through Nogales by the end of the month.

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



Garlic

The new California garlic crop is progressing well with good quality, complemented by continued Mexican supplies.

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



Grapes (Green / Red)

Grapes have struggled to find a market over the past three months, but that may be shifting—especially for green grapes. Supplies have been tightening, and with rain forecast in the Central Valley this week, many shippers are expected to finish harvesting soon. Growers are picking aggressively to beat the weather, while ample grapes remain in storage. Red grapes continue to be plentiful, so any price increases are expected to be modest compared to greens.

Grapes (Green)

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

Grapes (Red)

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



Green Onions

Green onion supplies remain limited due to weather-related quality issues and reduced yields in the Baja region. Expect the market to stay elevated heading into next week.

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



Kale

Kale supplies and quality remain strong, with similar conditions expected through 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

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Commodity Updates



Lettuce Iceberg

ALERT

Demand continues to outpace supplies and is expected to do so for at least the next few weeks. Pricing on value-added products remains elevated, especially on the second tier. INSV is the primary cause of product shortages in the Salinas Valley, leading to lighter weights, misshapen heads, and puffiness reported by all suppliers. Production has started in Huron this week and is expected to strengthen over the next three to four weeks.

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



Lettuce Leaf

ALERT

Supplies of romaine, green leaf, and red leaf remain light and will continue to be limited throughout the week. Romaine hearts will have minimal availability for at least two weeks. Escalated pricing is in effect for all value-added items, with romaine on second-tier escalation and green and red leaf on first-tier. Expect lighter weights along with tip and fringe burn on most leaf items. Huron has started light production on leaf items, with volumes expected to increase next week.

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



Lettuce Tender Leaf

Most tender leaf items remain in good supply with generally strong quality. Supplies are expected to stay steady heading into next week.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Oxnard, California (Year Round)	Steady	\$\$\$	Good
Yuma, AZ (Nov. - May)	Steady	\$\$\$	Good



Melon (Cantaloupe)

ALERT

The Westside deal is wrapping up as production shifts to Brawley/Yuma, though heavy rains have delayed the transition. Limited supplies and rising demand are pushing the market up. Fields continue to produce mostly 9s, with sizing expected to remain a challenge through the end of the domestic season.

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

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

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Commodity Updates



Melon (Honeydew)

The Westside deal is ending as production shifts to Brawley/Yuma, though recent heavy rains have delayed the transition. Limited supplies and strong demand are pushing the market higher until offshore product ramps up. Mexican honeydews are available in Nogales, with fields mainly producing sizes 4, 5, and 6.

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



Melon (Watermelon)

Domestic watermelons are available on both coasts, but prices are rising as supply declines. Mexican watermelons through Texas and Nogales are limited due to rain-related production impacts last month.

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



Mushroom

Good supplies are currently available but are expected to tighten as the holidays approach.

Commodity/Region	Supply	Price	Quality
Nationwide	Steady	\$\$\$	Excellent



Onions

Onions are currently shipping from Washington and Idaho, with California and New Mexico seasons finished. Demand remains strong domestically. Rain in Idaho may impact harvest schedules, and trucking and weather will influence the market through year-end.

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

Anjou pears are now in good production. Regular storage Bartletts are beginning to show lighter color and have shorter shelf life compared to a few weeks ago. Bosc and Red pears remain in good supply.

Commodity/Region	Supply	Price	Quality
Sacramento Valley (July-September)	High	\$\$\$	Good
Hood River, Oregon (August-July)	Light	\$\$\$	Good
Yakima, Washington (August-July)	Light	\$\$\$	Good

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

Supply Partners



Commodity Updates



Pineapples

ALERT

Thunderstorms are still impacting growing regions in Costa Rica and will continue throughout the end of October 2025 and carry over to beginning of November 2025 Very Limited supplies on pineapples and will continue potentially though out the remainder of the year. Crownless Pineapples continue to be on High on demand. Expect substitution, cancelations and changes in orders. Mexican Pineapples are available on a limited basis. Overall quality and taste are good.

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



Potatoes

Idaho's 40-70 market is steady with new crop arrivals. Burbanks are emerging; Norkoths dominate. Most harvests finish by 10/27/25. Washington offers quality small potatoes and color varieties. Trucking impacts the market. New sweet potatoes started lightly in NC but have curing issues.

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



Squash

ALERT

Western markets remain high due to low supply and weather in Baja/Nogales. North Carolina's fall crop is light; Northeast nearing finish. Georgia's production slowed by clouds and whitefly, keeping prices firm.

Commodity/Region	Supply	Price	Quality
Mexico (June - September)	Steady	\$\$\$	Good
Ohio (June - September)	Light	\$\$\$	Fair
California (May - October)	Light	\$\$\$	Good



Stone Fruit

October marks the end of stone fruit season. Peaches and nectarines have finished, while plums continue to ship in light volumes and will likely wrap up before month's end. Imported peaches and nectarines are expected to arrive on both coasts around mid-December. Pomegranates, persimmons, and Asian pears will be in good supply through October and November. The domestic kiwi market remains steady but at higher prices.

Commodity/Region	Supply	Price	Quality
San Joaquin Valley (May-October)	Steady	\$\$\$	Good



Tomatoes

ALERT

Markets are higher across all varieties as local supplies finish. Rounds: California is done; Baja/Mexico slowed by rain. Quincy has started with strong volume. Romas: Baja weather reduces crossings; East remains short. Grapes: market strengthens with limited availability and declining quality.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Light	\$\$\$	Fair
California (July - October)	Light	\$\$\$	Fair

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

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Weather Updates



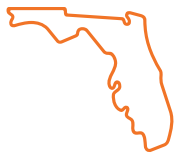
CALIFORNIA

As the low moves out Wednesday, a few light showers will linger with minimal rainfall before skies clear and temperatures gradually warm. Morning lows will range from the mid to upper 30s south of King City to the mid 40s and low 50s near the coast. Wednesday's highs will be in the low 60s to low 70s, rising to the upper 60s to mid 80s by the weekend. The next storm system arrives Sunday night, bringing a slight chance of rain and near to slightly below-average temperatures early next week.



MEXICO

Temperatures will warm slightly in the latter half of the week, with highs ranging from the low 70s to low 80s through Friday and mid 70s to mid 80s over the weekend. Lows will stay in the low 50s to near 60 through Sunday morning. Isolated showers are possible through October 19, but overall, mostly dry weather is expected.



FLORIDA

High pressure will keep the Florida peninsula dry through Saturday. By Sunday, as high pressure shifts offshore, more humid air will arrive, bringing a chance of a few isolated showers.

Northern Florida will see highs in the low to mid 80s and lows from the mid 50s to low 60s through the weekend. Central and Southern Florida will experience highs in the low to upper 80s with lows ranging from the low to upper 60s. Winds will gust between 15 and 22 mph across most of Southern Florida and the Tampa Bay area.



ARIZONA

A mostly dry cold front will move through the low deserts early Wednesday, bringing morning lows down to the low 50s to low 60s, with afternoon highs reaching the 70s in most valleys. Dry conditions and a daytime warming trend will begin Wednesday. Highs will rise to the mid to upper 80s by Sunday, but minimum temperatures will recover slowly, staying mostly in the 50s through the weekend. Wenden is expected to dip to the mid to upper 40s on Thursday and Friday.

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



Freight Updates

FREIGHT this week continues to see challenges from Idaho in the Pacific Northwest with the shortage of trucks. Expect changing in growing regions and fall loading to create delays with trucks loading on the West Coast. Advance booking and preparation is highly encouraged.



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

[full history](#) [XLS](#)

	09/29/25	10/06/25	10/13/25	Change from	
				week ago	year ago
U.S.	3.754	3.711	3.665	↓ -0.046	↑ 0.034
East Coast (PADD1)	3.750	3.735	3.721	↓ -0.014	↑ 0.135
New England (PADD1A)	3.962	3.958	3.949	↓ -0.009	↑ 0.183
Central Atlantic (PADD1B)	3.902	3.886	3.877	↓ -0.009	↑ 0.016
Lower Atlantic (PADD1C)	3.673	3.656	3.639	↓ -0.017	↑ 0.175
Midwest (PADD2)	3.731	3.670	3.606	↓ -0.064	↓ -0.045
Gulf Coast (PADD3)	3.413	3.364	3.299	↓ -0.065	↓ -0.038
Rocky Mountain (PADD4)	3.732	3.671	3.658	↓ -0.013	↑ 0.023
West Coast (PADD5)	4.532	4.499	4.464	↓ -0.035	↑ 0.190
West Coast less California	4.143	4.090	4.052	↓ -0.038	↑ 0.178
California	4.981	4.971	4.940	↓ -0.031	↑ 0.206

*prices include all taxes

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



Crop Updates

Drizzles and Delays in the West

We're officially in the home stretch of the Salinas season, with most shippers expecting to transition to the desert the week of November 17 fully. That still gives us a few more weeks in the Valley, but conditions in the field are deteriorating quickly. This week's inch-and-a-half of rain, combined with lingering heat and humidity, has only added to the already high pressure from disease and pests.

Earlier this week, the Salinas Valley saw roughly 1.5 inches of rain fall across key growing areas. That amount of moisture, paired with lingering humidity and warm afternoons, is putting additional stress on already fragile fields. Harvest delays, muddy rows, and damage to tender crops are all contributing to lighter yields and inconsistent supply. Even short disruptions like this can ripple through the system when availability is already tight.

Harvest crews are trimming heavily to maintain quality, especially in iceberg, romaine, and green leaf. Yields are down, weights are light, and most lots require extra attention at the cooler. The same holds for broccoli and cauliflower, where disease pressure, insect activity, and pin rot continue to chip away at volume. Even where the product looks fine on arrival, shelf life can be hit-or-miss, especially on value-added items. The window to make a clean pack is getting narrower by the day.

Meanwhile, the desert is prepping to take over. While Yuma did see some rain in early September and October, most growers were able to adjust plantings. Early reports suggest the stands are a bit uneven in spots, but overall quality is expected to be good with fewer pest and disease challenges than what we've been seeing in Salinas. That said, early-season quirks, but quality and labor-related, will likely show up once harvest begins.

Huron harvest is underway and will offer some short-term relief on leaf items. Early quality reports are strong, but volume is limited and mostly focused on romaine and green leaf.

On the fruit side, strawberries remain tight. Santa Maria and Oxnard growers continue to cull rain-damaged fruit, and overall quality remains a concern with bruising, mildew, and softness showing up. Salinas and Watsonville are on the way out, and we'll be leaning on Baja and Mexico for the next cycle when they start up in November.

Citrus markets are still active. Small-sized fruit remains tight as schools continue to pull on 113s and 138s. Early California Navels are starting to ship, and the size profile is trending larger than last season, which should be a win for retail promotions as we head toward winter.

It's a tricky time of year to navigate, but the key is staying flexible and staying close to your shippers. Whether it's a romaine spec, a strawberry sub, or a lighter-than-normal iceberg box, having the right expectations on the front end will go a long way in keeping orders moving. More than ever, it's about tight turns, good communication, and trusting your suppliers to help you make the best calls for your customers.



JOEY PIEDIMONTE
SOURCING MANAGER