

The Source

Commodity of the Month - Romaine

MARKET ALERTS

Brussel Sprouts: Supplies remain very limited due to insects, decay, and small sizing in Salinas Valley and Oxnard.

Cauliflower: Supplies are limited but gradually improving, with further gains expected next week.

Cantaloupe: Westside cantaloupe supplies are low, keeping prices high with mostly 9s; sizing is limited, with offshore arrivals expected by mid-November.

Celery: The market is strong with higher prices on value-added items; large sizes are most available. Salinas production continues two weeks before shifting south, with Yuma starting in late December.

Grapes: Grape market is firm, with green grapes tighter than reds as the domestic season ends.

Lettuce (iceberg): Value-added lettuce remains in high demand with escalated pricing; production continues in Huron, Yuma, and Salinas, facing light weights and quality issues.

Lettuce Leaf: Romaine, leaf, and butter lettuce remain light, with romaine hearts very limited; value-added pricing is high, and quality issues persist.

Lettuce Tender Leaf: Supplies are very tight from insects and hail, expected to remain so next week.

Strawberries: Supplies are limited, with Oxnard peaking last week and Santa Maria winding down. Central Mexico is slowly ramping, Florida starts in 2–3 weeks, and Baja begins early December.

NOVEMBER 5, 2025

CROP UPDATES

Desert harvests are starting with limited volume and variable quality, keeping markets high for iceberg, romaine, and green leaf. Weights are light, and issues like rib blight and bottom rot persist, though conditions should improve over 10–14 days, with full desert transition expected around November 17. Spring mix and baby leaf remain limited, while early California navels are shipping with low brix, improving as the season progresses. Strawberries remain tight, blueberries steady, and raspberries and blackberries stable. Inconsistent sizing and quality are expected to continue through the next couple of weeks.

[Read more](#)

WEATHER

California: Low-pressure system brings light rain (0.1–0.5") Wednesday into night. Temps: 30s–50s morning, 60s daytime. Thursday warming slows; gradual rise to 60s–80s by Sunday.

Mexico: Cool mornings with frost through Friday, warming slightly this weekend; dry through Nov 9. Lows: 30s–40s, highs: 70s–80s.

Florida: Dry through Friday, light showers this weekend with a cold front. Temps rising: highs low–mid 80s, lows 40s–70s; winds 15–20 mph.

Arizona: Warm through weekend under high pressure. Highs: 85–90s, lows: 50s.

FREIGHT

All eyes on California this week as we hit the November mark, and the official start of transition from Salinas to Yuma begins. With an estimated start date of November 17th in Yuma, we anticipate shipper delays as product availability curtails on some core leafy items until then. Keep in mind that Pro*Fresh has excellent regional LTL and consolidation to help bridge the gap between Salinas and Yuma.



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Commodity Updates



Apples

Inventories of foodservice-size apples remain moderate to light, as current size profiles and ongoing bag programs continue to limit tray production. The market remains steady.

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



Asparagus

ALERT

Peru's northern asparagus regions are sustaining strong quality and steady supply, with slight shipping delays expected next week. Mexico's volume is rising, easing prices, though weather is limiting yields. Supplies should tighten by mid-December until Caborca starts in late January.

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 as trees are still heavy with fruit and demand has slowed. Currently, Flora Loca and Aventajada are the primary crops being harvested and shipped. Both varieties show similar dry matter and oil content, ranging in the mid-to-high 20s.

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



Bell Peppers

Western supplies are strong, with Coachella underway on green bells as northern regions wind down. Nogales is expected to start in 2-3 weeks. In the East, Georgia remains light while Florida begins production. Colored bells are active as the transition to southern regions continues.

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

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

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Commodity Updates



Berries (Blackberries)

Strong volumes are coming out of Baja and Central Mexico, while California production has nearly finished. CMEX supplies are expected to build steadily through December. As growers move past Mexico's monsoon season, overall quality should improve in the coming weeks.

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

Peruvian supplies remain steady at both East and West Coast ports, with markets softening. Central Mexico is ramping up production through McAllen, Texas, and quality has been excellent from both regions.

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

This item is in good supply from both Baja and CMEX, with steady markets and consistently good quality.

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

ALERT

Strawberry supplies remain limited. Oxnard just peaked last week and will see a gradual decline, while Santa Maria is winding down quickly. Central Mexico is slowly increasing production heading into December, and Florida is 2-3 weeks away from starting. A few growers are harvesting small volumes as fields are prepped, and Baja is expected to start crossing fruit through San Diego and Otay Mesa in early December.

Commodity/Region	Supply	Price	Quality
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California (Year Round)	Light	\$\$\$	Good
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Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Only the Finest Berries™



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Commodity Updates



Broccoli

Broccoli supplies have improved this week, and the market is expected to soften slightly heading into the weekend.

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



Brussel Sprouts

ALERT

Brussels sprout supplies remain extremely limited, as growers in the Salinas Valley and Oxnard continue to face 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 ongoing in the Cuyama/Lancaster region and will continue through November. Sizing remains consistent, with no expected issues. 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)	Steady	\$\$\$	Good
Various Northwest Regions (July - October)	Steady	\$\$\$	Good



Cauliflower

ALERT

Cauliflower supplies remain limited but are gradually improving, with further gains expected into next week.

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



Celery

ALERT

This market is strong in both northern and southern regions, with higher pricing on all value-added items. Large sizes remain the most available across packs. Salinas production will continue with some suppliers for another two weeks before shifting to Southern California, with Yuma production starting in late December.

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 now available, peaking at 48ct, and are 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)

Market relief begins as District 1 (San Joaquin) starts light; fruit still needs coloring. District 3 (CA Desert/AZ) remains the main region, with volumes declining. 140ct and smaller remain very limited. Mexico is active—contact us for South Texas loads.

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



Citrus (Limes)

Supplies are plentiful and prices are low, with fruit peaking on 110/150s; smaller fruit remains tighter. The market should stay stable through mid-November before production declines. New crop begins in January, with offshore fruit from Colombia and Honduras available for East Coast loading.

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



Citrus (Oranges)

CA navels are ramping up, with markets improving. Peak sizes are 113ct–138ct, and fruit is being gassed ~3 days to enhance color.

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



Cucumber

Mexico: Baja is slowing with cooler weather, while Western Mexico ramps up production; markets expected to strengthen with good promotable supplies ahead. **Georgia:** Quality remains excellent; yields may improve mid-week before cooling returns. Markets tighten but are offset by rising Florida and Mexico volumes. **Florida:** Season is just starting, with meaningful volume expected in 7–10 days.

Commodity/Region	Supply	Price	Quality
Baja California (May - October)	Light	\$\$\$	Good
Florida (November - May)	Light	\$\$\$	Good
Mexico (November - May)	Steady	\$\$\$	Good

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

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Commodity Updates



Eggplant

Cooler temps in Georgia keep production light, while Florida starts adding small volumes this week. Mexico: Eggplant crossings through Nogales are increasing, with strong volume expected. Short-term tightness is likely, but rising Florida and Mexico supplies should ease markets and support promotions into December.

Commodity/Region	Supply	Price	Quality
Mexico (November - May)	Steady	\$\$\$	Good
California (May - October)	Light	\$\$\$	Good
Florida (November - May)	Light	\$\$\$	Good



Garlic

The California garlic crop is advancing with good quality, complemented by ongoing 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)

ALERT

The grape market continues to firm as the domestic season winds down, with green grapes expected to remain tighter than reds through the season's end.

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 have improved, with the market expected to remain slightly elevated into next week.

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



Kale

Kale supplies and quality remain mostly good, with similar 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

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Commodity Updates



Lettuce Iceberg

ALERT

Escalated pricing remains in effect on all value-added lettuce items and is expected to continue through the week. Overall demand exceeds supplies. Current production is in Huron, Yuma, and Salinas, with minimal output from Southern California. Suppliers continue to face challenges with light weights, rib discoloration, and misshapen heads, with weights ranging from 34–39 pounds depending on shipper and region.

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

ALERT

Expect light supplies of romaine, green and red leaf, and butter throughout the week, with romaine hearts very limited. Escalated pricing remains in effect on all value-added items as supplies continue to fall short of demand. Common quality issues include tip and fringe burn, discoloration, and light weights. Production continues in Huron, Salinas, and Yuma.

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

ALERT

Tender leaf supplies remain very tight due to lower yields from insect pressure and recent hail, and tight conditions are expected to continue into next week.

Commodity/Region	Supply	Price	Quality
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Mexico (Year Round)	Light	\$\$\$	Fair
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Oxnard, California (Year Round)	Light	\$\$\$	Fair
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Yuma, AZ (Nov. - May)	Light	\$\$\$	Fair
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Melon (Cantaloupe)

The Westside cantaloupe deal is ending, with pricing elevated due to lower yields from rain. Markets remain high, with triggers in effect until supplies improve. Fields are mainly producing 9s, and sizing is expected to be a challenge for the rest of the domestic season. Offshore supplies are expected by mid-November.

Commodity/Region	Supply	Price	Quality
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Central America (December - May)	High	\$\$\$	Good
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Price Key: \$\$\$ -Low, \$\$ -Steady, \$ -High

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Commodity Updates



Melon (Honeydew)

Honeydews are available domestically and from Mexico. Domestic transition was delayed due to heavy rains, while Mexican honeydews are available through Nogales. Fields are primarily producing sizes 4, 5, and 6.

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

Domestic watermelons are available on both coasts, though supplies are very light and prices are rising as volumes decline. Mexican melons through Texas and Nogales are limited, with quality still affected by last month's rain.

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

Supplies are tightening up heading into the holidays. Quality remains excellent.

Commodity/Region	Supply	Price	Quality
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Nationwide	Light	\$\$\$	Good
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Onions

Onions are currently available in WA, ID and UT. Demand remains strong with USA. We will need to monitor Rain in Idaho as it may impact trucking. Product is all in storage. Trucking and weather will drive the market for remainder of the year.

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



Pears

The pear market remains steady. Anjou pears are in good production, while regular storage Bartletts are showing lighter color and shorter shelf life, with some shippers opening controlled atmosphere rooms. Bosc and Red pears continue in good supply.

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

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

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Commodity Updates



Pineapples

ALERT

Thunderstorms are impacting Costa Rican growing regions through the end of October into early November 2025, keeping pineapple supplies very limited for the remainder of the year. Crownless pineapples remain in high demand. Expect substitutions, cancellations, and order changes. Pineapple prices are set to rise this week due to the holiday, and port delays may affect loading schedules.

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



Potatoes

Harvest is complete, and we are now in storage crop with good supply and steady demand ahead of the holiday pull. Burbank potatoes are slowly becoming available, with Norkoths as the main variety. Washington potatoes are producing excellent quality, peaking on mid sizes, while large and small counts remain tight. Color potatoes are available, and trucking is influencing the market. New crop sweet potatoes are starting in North Carolina.

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



Squash

Mexico: Zucchini volume is rising, easing prices, while yellow squash remains tighter with higher prices expected mid-month. **Georgia:** Production is slowing as the season winds down, though quality remains strong; warmer temps this week may give a slight boost. **Florida:** Central region is ramping up, with broader volume expected in 1-2 weeks to support overall supply.

Commodity/Region	Supply	Price	Quality
Mexico (June - September)	Steady	\$\$\$	Good
Florida (November - May)	Light	\$\$\$	Good



Stone Fruit

Domestic peaches, plums, and nectarines are finished. Imported peaches and nectarines are expected mid-December on both coasts. Pomegranates, persimmons, and Asian pears will be in good supply throughout November. The domestic kiwi market remains steady with slightly lower prices.

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



Tomatoes

Moderate supply and soft demand are keeping prices steady to slightly lower. Baja supply is adequate, with steady volumes from Jalisco crossing through Nogales and McAllen across all varieties. Eastern Florida production is increasing, and Nogales is expected to come into play in January.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Florida (November - May)	Light	\$\$\$	Good

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

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Weather Updates



CALIFORNIA

A low-pressure system arrives early Wednesday, bringing light to moderate showers through Wednesday night, with rain totals of 0.1–0.5 inches. Morning lows will range from the mid-30s to mid-50s, with daytime highs in the low to upper 60s.

After the low exits Thursday, another system to the north will slow warming, with gradual temperature increases expected through the weekend. By Sunday, highs should reach the upper 60s to mid-80s.



MEXICO

Cool mornings with patchy frost are expected through Friday in wind-sheltered areas. Slightly warmer temperatures over the weekend should reduce icing risk. Lows will range from the mid-30s to mid-40s through Friday, rising to the upper 30s to upper 40s over the weekend. Highs will be in the low 70s to low 80s through Friday, warming to the mid-70s to mid-80s over the weekend. Dry weather is expected through November 9th.



FLORIDA

Dry weather is expected through Friday. A cold front will move through the state over the weekend, bringing a few light, isolated showers. Temperatures will gradually warm through the week ahead of the front. Winds may occasionally gust 15–20 mph through Friday but are not expected to be an issue.

In northern Florida, highs will remain in the low 80s through Sunday, with lows rising from mid-40s–mid-50s through Friday to upper 50s–low 60s over the weekend. In central and south-central Florida, highs will be in the low to mid-80s through Sunday, with lows in the low 60s–low 70s through Saturday, warming slightly to mid-60s–low 70s Sunday morning.



ARIZONA

Warmer than normal conditions will continue through the weekend under persistent high pressure and light surface winds. Highs will reach the upper 80s to low 90s in most valleys, with mid-80s in central Arizona. Morning lows will be in the 50s.

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



Freight Updates

All eyes on California this week as we hit the November mark, and the official start of transition from Salinas to Yuma begins. With an estimated start date of November 17th in Yuma, we anticipate shipper delays as product availability curtails on some core leafy items until then. Keep in mind that Pro*Fresh has excellent regional LTL and consolidation to help bridge the gap between Salinas and Yuma.



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

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

	10/20/25	10/27/25	11/03/25	Change from	
				week ago	year ago
U.S.	3.620	3.718	3.753	↑ 0.035	↑ 0.217
East Coast (PADD1)	3.675	3.723	3.754	↑ 0.031	↑ 0.164
New England (PADD1A)	3.943	3.933	3.936	↑ 0.003	↑ 0.183
Central Atlantic (PADD1B)	3.878	3.881	3.908	↑ 0.027	↑ 0.116
Lower Atlantic (PADD1C)	3.578	3.642	3.678	↑ 0.036	↑ 0.178
Midwest (PADD2)	3.564	3.715	3.773	↑ 0.058	↑ 0.256
Gulf Coast (PADD3)	3.256	3.350	3.374	↑ 0.024	↑ 0.190
Rocky Mountain (PADD4)	3.585	3.686	3.676	↓ -0.010	↑ 0.093
West Coast (PADD5)	4.421	4.485	4.499	↑ 0.014	↑ 0.309
West Coast less California	4.008	4.095	4.121	↑ 0.026	↑ 0.358
California	4.898	4.934	4.933	↓ -0.001	↑ 0.252

*prices include all taxes

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



Crop Updates

Desert Region Starting to Pick Up

We're starting to see the first harvests out of the California-Arizona desert growing regions, but volume remains limited, and quality continues to vary. Markets are still elevated on iceberg, romaine, and green leaf, as Salinas Valley winds down and production shifts south.

Weights remain light across iceberg and romaine, both in Salinas and early desert lots. Crews are seeing some rib blight, bottom rot, and seeder. Expectations are for volume and weight to improve over the next 10 to 14 days as harvests ramp up and temperatures remain favorable. Most growers are still targeting the week of November 17 for a full desert transition.

Spring mix and baby leaf availability remain limited. Yields were impacted by the storms earlier this month, and quality concerns are still being reported in arugula and tender leaf items. That said, some growers have stabilized with good color and texture reported in newer lots.

Valencias have officially wrapped up for the season. Early-season California navels are now shipping, though internal sugars (brix) remain on the lower end for now. We expect to see flavor improve steadily as the season progresses and colder nighttime temperatures help the fruit develop deeper color.

Markets on smaller fruit have softened slightly in recent weeks with improved availability, but pricing is expected to rise again in late December. Size curves are projected to peak on 72-count fruit, which could tighten smaller sizes again as demand shifts ahead of the holidays.

Strawberries continue to be the most challenging berry item. Oxnard is showing improved quality, but not enough to offset the sharp decline from Santa Maria.

Central Mexico is picking up slowly, and Baja is still 2 to 3 weeks out. Expect tight fills on open market fruit to persist into mid-November. Blueberries are showing better supply with steady Peruvian arrivals and rising Central Mexico crossings into South Texas. Raspberry and blackberry volumes are holding steady.

We will continue monitoring field progress across the desert and keep you informed as we move through this critical transition window. While the weather is trending better, inconsistent sizing and quality will remain a theme for the next couple of weeks.



JOEY PIEDIMONTE
SOURCING MANAGER