

The Source

Commodity of the Month - Carrots

MARKET ALERTS

Asparagus: Mexico ramped Easter production, but heat reduced yields and quality. Sonora closing; Baja in April, Central Mexico in May. Peru supply rises mid-April amid quality and freight issues.

Bell Peppers: Supplies are extremely tight. Florida sees slight recovery, Mexico limited with small sizes, and colored peppers short. Relief expected in 2–3 weeks; mid-April volumes improve but prices stay high.

Carrots: Bakersfield carrot harvest is done; light Imperial Valley picking. Early small carrots slowed harvesting. Sizing and availability should improve in 3–4 weeks.

Citrus (Limes): New crop fruit is mostly small (230–250ct), larger sizes scarce. Offshore supplies adequate. Rain in Veracruz may add market pressure.

Citrus (Oranges): California Navels peak on 56ct and 72ct; small sizes extremely limited. Flexibility and larger-size substitutions needed; contract averages maintained. Schools and DOD encouraged to take 88ct or 72ct.

Cucumbers: Cucumber supplies are extremely tight. Mexico transitions, Honduras winds down, Florida two weeks from harvest. Demand exceeds supply; slight relief in 7–10 days, stabilization mid-April.

Eggplant: Eggplant is very limited; Florida winter crop done, spring weeks away. Mexican demand keeps markets active. Conditions may ease after Easter, with promotion possible by mid-April.

Melon (watermelon): Watermelon prices remain high due to lower yields and border issues. Offshore supply nearly done; Mexican melons lead until domestic starts.

Pineapple: Pineapple supplies tighten with Easter demand. 6/7ct crowned, crownless 8/10ct, and organic are limited. Improvement in 2–4 weeks. Contract orders prioritized; fuel costs may affect Q2 pricing.

Tomatoes: Roma, round, and grape tomatoes tightening; Roma and round most affected. Quality inconsistent; supply remains tight.

APRIL 1, 2026

CROP UPDATES

Supplies from Florida and Mexico remain tight as April and Holy Week approach. Peppers face the most pressure — Florida is recovering from freeze and heavy rains, while Mexico deals with heat and limited yields. Red bell supply is low due to early picking, with quality issues like chocolating. Tomatoes are also tight, with Florida light and Mexico inconsistent. Labor slowdowns for Easter and rising fuel costs add pressure. Overall, expect tight supply, high prices, and continued volatility.

[Read more](#)

WEATHER

California: A low-pressure system brings slight rain through Thursday. Lows upper 30s to mid-50s, highs low 60s to low 70s. Clear Thursday night: lows 30s–50s. High pressure Saturday warms highs 60s–80s coast, 80s inland.

Mexico: Isolated showers Tuesday, tapering through Saturday. Highs mid-60s to mid-85s, lows mid-40s to mid-50s.

Florida: Isolated showers Tue–Sat; mostly dry and warm. Winds 20 mph. Highs 80s, lows 50s–70s.

Arizona: Highs upper 70s–mid 80s Wednesday, warming to low–mid 90s by weekend. Lows 60s–50s, rising to 60s Saturday. Winds 20–30 mph, easing Sunday.

FREIGHT

All growing regions are producing some volume this week from coast to coast. All eyes on Yuma as that season wraps up for 2026. Reach out to your PFL representative for cross docking and consolidation options. Why pay the long haul truck to do it when you can use PFL to bring it to you!?



IN PEAK SEASON

- Avocados
- Oranges
- Potatoes
- Grapes
- Pears
- Strawberries

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Commodity Updates



Apples

The apple market remains stable to slightly elevated as overall supplies continue to tighten gradually. Strong demand from retail bag programs is placing sustained pressure on smaller-sized fruit, requiring foodservice operators to remain flexible with size specifications. Supplies of smaller counts (size 100 and below) are especially limited across major varieties such as Cosmic Crisp, Honeycrisp, Pink Lady, and Gala. These market dynamics are expected to continue through the transition into the new crop season.

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



Asparagus



Mexico ramped up production ahead of Easter, but extreme heat reduced yields and quality. Supply met demand, though fields are now declining, with many in Sonora closing soon. Production will shift to Baja in April, then Central Mexico in May. Peru volumes are increasing for the transition, with more supply expected by mid-April despite some quality concerns and rising freight costs.

Commodity/Region	Supply	Price	Quality
Caborca (Year Round)	Light	\$\$\$	Fair
Peru (Year Round)	Light	\$\$\$	Fair
Mexico (November - May)	Light	\$\$\$	Fair



Avocados

Markets remain steady at lower levels, with good fruit availability and consistent demand. Peak sizes are 48ct, dry matter and oil content are in the low 30s, and the fruit is eating very well. Updates will be provided if conditions change.

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



Bell Peppers



Bell pepper supplies remain extremely tight across all regions, with only slight improvement expected in Florida as harvests slowly recover from weather delays and freeze damage. Mexico continues to see limited crossings and smaller sizing, while colored peppers remain especially short after early picking as greens. More meaningful relief is still 2-3 weeks out, with volumes expected to improve by mid-April as Florida and California ramp up, though pricing will likely stay elevated until supplies rebuild.

Commodity/Region	Supply	Price	Quality
Florida (November - May)	Light	\$\$\$	Poor
Mexico (November - May)	Light	\$\$\$	Fair

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

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Commodity Updates



Berries (Blackberries)

Supplies out of CMEX remain light, while California and Georgia are still a few weeks away from starting production.

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



Berries (Blueberries)

An industry-wide shortage persists across Mexico, Peru, and California. California volumes are expected to build gradually by mid-May, with the PNW beginning production in 4-5 weeks, weather permitting.

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



Berries (Raspberries)

Supplies from CEMEX and Baja remain light, keeping markets elevated as demand continues to exceed supply. Some quality issues persist.

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



Berries (Strawberries)

We are moving past heat-damaged product, with field conditions improving this week. Demand is expected to ease following the Easter pull, while yields should gradually increase over the coming days.

Commodity/Region	Supply	Price	Quality
California (Year Round)	High	\$\$\$	Good
Dover, Florida (Year Round)	Light	\$\$\$	Fair

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

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Driscoll's
Only the Finest Berries™



Commodity Updates



Broccoli

Broccoli supplies are gradually tightening, with the market expected to edge higher into next week.

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



Brussel Sprouts

Brussels sprout supplies remain strong, with the market expected to stay steady into next week.

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



Carrots

ALERT

Harvest in the Bakersfield region is complete, with only light activity starting in the Imperial Valley. Improvement across California carrots is expected in 3-4 weeks as warm, dry weather helps the crop size up. Early harvesting in Bakersfield yielded smaller carrots, forcing growers to slow picking to allow sizing. In a few weeks, sizing should be stronger, with good availability returning.

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



Cauliflower

Cauliflower supplies remain strong across all regions, with the market expected to ease slightly into the weekend.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Fair
Santa Maria, California (Year Round)	Steady	\$\$\$	Good
Yuma, Arizona (November - May)	Steady	\$\$\$	Fair



Celery

Yuma production is finished, with moderate supplies expected this week from Oxnard and Santa Maria. Overall, the market is steady, with all sizes available to meet demand. Quality remains good in Southern California, aside from some minor seeder issues.

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

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

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Commodity Updates



Citrus (Grapefruit)

Star Ruby grapefruit are 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)

District 3 (CA Desert/AZ) is finished, with District 1 (San Joaquin Valley) now the main growing region until District 2 (Oxnard/Ventura) ramps up in late March/early April. District 1 is peaking on 115/95/140ct, while markets are rising on 165ct and 200ct as product sizes increase.

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



Citrus (Limes)

ALERT

The market remains elevated with very limited supplies. New crop fruit is mostly small (230-250ct), while larger sizes are scarce and commanding higher prices. Offshore supplies are adequate. Rain is forecast in Veracruz later this week, which could add further pressure to the market.

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



Citrus (Oranges)

ALERT

California Navels are peaking on 56ct and 72ct, with small sizes (113ct, 138ct) extremely limited through the season and into the Valencia transition (possible early April). Flexibility with size is needed, with substitutions to larger fruit recommended. Suppliers are holding to contract size averages; schools and DOD programs should be encouraged to take 88ct or 72ct.

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



Cucumber

ALERT

Cucumber supplies are extremely tight as Mexico transitions, Honduras winds down, and Florida is two weeks from spring harvest. Demand far exceeds supply, driving markets to historic highs. Slight relief may appear in 7-10 days from Sonoran production, but true stabilization won't occur until Florida volumes start in mid-April.

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

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

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Commodity Updates



Eggplant

ALERT

Eggplant supplies are very limited, with Florida's winter crop finished and spring production weeks away. Strong holiday demand in Mexico keeps markets active. Conditions should ease after Easter, with improved production and softer demand potentially making eggplant promotable by mid-April.

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



Garlic

The California garlic crop is progressing 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

The grape market is rising as heavy rainfall in Chile has reduced production. Green grapes are under additional pressure from low arrivals and strong retail demand, prompting retailers to promote red grapes and narrowing the price gap. These conditions are expected to continue until Mexican production begins in May.

Grapes (Green)

Commodity/Region	Supply	Price	Quality
	Steady	\$\$\$	Good

Grapes (Red)

Commodity/Region	Supply	Price	Quality
	Steady	\$\$\$	Good



Green Onions

Green Onion supplies continue to be good overall. Look for supplies to stay steady (depending on the heat) going into next week.

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



Kale

Kale supplies and quality remain strong, 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

Production is ongoing in Yuma, Santa Maria, Huron, and Salinas. Warm temperatures have caused defects like internal burn, leaf discoloration, and misshapen heads. Pricing is expected to remain very competitive throughout the week.

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



Lettuce Leaf

Romaine and green and red leaf are less available than last week due to warm temperatures affecting production, causing slight tip and fringe burn and lighter weights. Romaine hearts remain in good supply, with suppliers encouraging promotions. Production continues in Yuma, Santa Maria, Salinas, and Huron.

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



Lettuce Tender Leaf

Tender leaf items like spinach, cilantro, and arugula remain in good supply, though minor insect damage and discoloration are present. Supplies may tighten next week due to the heat wave in Yuma.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Oxnard, California (Year Round)	Steady	\$\$\$	Good
Yuma, Arizona (November - May)	High	\$\$\$	Good



Melon (Cantaloupe)

Offshore cantaloupes are available in CA, TX, FL, and the Northeast. Pricing has risen due to strong demand, with retailers leveraging warmer temperatures and scheduled prebooks.

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

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

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Commodity Updates



Melon (Honeydew)

Offshore and Mexican honeydews are available but may face challenges throughout April. Plant virus issues in Guatemala and Honduras are limiting production, leaving Mexican honeydews to supplement the market.

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



Melon (Watermelon)



Lower yields and Mexican border issues are keeping watermelon prices elevated, while warmer national temperatures have boosted demand. Offshore melons are nearly finished, leaving Mexican melons as the main supply until domestic production begins.

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



Mushroom

Supplies are abundant and readily available.

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



Onions

Onions are currently available from WA, ID, and UT, with demand on the rise as we monitor quality late in the storage season. Additional supplies are coming from Texas and Mexico. Market movement is being driven by transportation costs, which have increased by \$1 week-over-week in many areas.

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

The pear market is gradually firming. Bartletts are mostly finished, easing pressure on Anjous. Red pears are adequately supplied, while Bosc pears remain plentiful.

Commodity/Region	Supply	Price	Quality
	Steady	\$\$\$	Good

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

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Commodity Updates



Pineapples

ALERT

Pineapple supplies are tightening as Easter demand rises, with potential port delays expected. Availability of 6/7ct crowned sizes is very limited, and it may take 2-4 weeks for improvement. Overall supply is slightly lower than recent weeks, adding pressure on meeting Easter volumes. Contract orders remain a priority. Crownless 8ct and 10ct sizes are tight, and organic pineapples remain limited. Bunker fuel costs will influence pricing in Q2.

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

Supplies and demand are strong, with sheds making deals on 40ct, 50ct, and #2s. Smaller counts are tightening. Burbank potatoes are now available, with Norkoths as the main variety. Washington potatoes are high quality, peaking on mid sizes, while large and small counts remain tight. Florida colored potatoes are limited due to freeze damage. Trucking and a \$1 fuel increase in some regions are driving the market.

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



Squash

Squash is currently abundant, with strong production from Mexico and Florida ensuring ample supply. Favorable weather has boosted Florida's spring harvests, while Sonoran growers maintain steady volume. Markets are trending lower, with promotable volumes expected through May, making squash ideal for aggressive promotion.

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



Stone Fruit

Imported peaches, plums, and nectarines are winding down. Nectarines are finished, and peaches are nearly done, with only small amounts expected by week's end. Imported plums will taper through April. Imported kiwi from Greece and Italy remain steady to slightly higher, while Chilean kiwi is expected in 2-3 weeks. Domestic kiwi is finished.

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

ALERT

Supplies of Roma, round, and grape tomatoes are tightening due to freeze damage, weather, and production challenges in Florida and Mexico. Roma and round tomatoes face the most pressure, with limited Florida volume and early Sinaloa season endings. Grape tomatoes are more available but also tightening. Quality is inconsistent, and supply is expected to remain constrained in the coming weeks.

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

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

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Weather Updates



CALIFORNIA

A low-pressure system will bring a slight chance of rain through Thursday morning, with totals under a tenth of an inch. Morning lows will range from the upper 30s to mid-50s, with daytime highs in the low 60s to low 70s. As skies clear late Thursday, minimum temperatures will fall to the low-mid 30s south of King City and upper 30s to low 50s elsewhere. High pressure builds Saturday, warming highs to the upper 60s to low 80s along the coast and low to upper 80s further inland.



MEXICO

Expect isolated to possibly scattered showers on Tuesday, tapering to widely isolated showers from Wednesday through Saturday. Afternoon highs will range from the mid-60s to mid-70s through Wednesday, low-70s to low-80s on Thursday, and mid-70s to mid-80s Friday and Saturday. Morning lows will be mid-40s to mid-50s through Thursday, and upper-40s to mid-50s Friday and Saturday.



FLORIDA

Expect isolated showers from Tuesday through Saturday, but overall conditions will remain mostly dry. Temperatures will stay warm with little change over the next five days. Winds may gust near 20 mph through Thursday in southeast Florida and the Tampa Bay area.

In northern Florida, highs will reach the mid-to-upper 80s by Saturday, with lows in the upper 50s to low 60s on Tuesday and low-to-mid 60s Wednesday through Saturday. Across central to south-central Florida growing areas, daytime highs will be in the low-to-mid 80s, with morning lows in the mid-60s to low 70s through Saturday.



ARIZONA

Highs will cool Wednesday behind a weak eastward moving disturbance, reaching upper 70s to mid 80s in most valleys, then warming gradually to the low to mid 90s by the weekend. Morning lows start in the 60s Wednesday, drop to the 50s Thursday and Friday with upper 40s in Wenden, then rise to the upper 60s to low 70s by Saturday. Northwesterly winds will gust 20 to 25 mph Wednesday, easing Thursday evening, then strengthen from the north Friday with gusts of 25 to 30 mph. Winds remain strong Saturday, easing Sunday.

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

Freight Updates



All growing regions are producing some volume this week from coast to coast. All eyes on Yuma as that season wraps up for 2026. Reach out to your PFL representative for cross docking and consolidation options. Why pay the long haul truck to do it when you can use PFL to bring it to you!?



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

[full history](#) XLS

	03/16/26	03/23/26	03/30/26	Change from		
				2 year ago	year ago	week ago
U.S.	5.071	5.375	5.401	↑ 1.405	↑ 1.809	↑ 0.026
East Coast (PADD1)	5.105	5.480	5.535	↑ 1.452	↑ 1.840	↑ 0.055
New England (PADD1A)	5.236	5.759	5.825	↑ 1.520	↑ 1.842	↑ 0.066
Central Atlantic (PADD1B)	5.196	5.629	5.834	↑ 1.563	↑ 1.965	↑ 0.205
Lower Atlantic (PADD1C)	5.057	5.395	5.394	↑ 1.404	↑ 1.793	↓ -0.001
Midwest (PADD2)	4.970	5.160	5.105	↑ 1.156	↑ 1.586	↓ -0.055
Gulf Coast (PADD3)	4.835	5.134	5.105	↑ 1.435	↑ 1.823	↓ -0.029
Rocky Mountain (PADD4)	4.796	5.174	5.270	↑ 1.321	↑ 1.798	↑ 0.096
West Coast (PADD5)	5.856	6.310	6.596	↑ 1.945	↑ 2.337	↑ 0.286
West Coast less California	5.360	5.826	6.056	↑ 1.909	↑ 2.245	↑ 0.230
California	6.428	6.870	7.219	↑ 1.998	↑ 2.443	↑ 0.349

*prices include all taxes

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

Crop Updates



From Freeze to Heat, Still No Easy Fix

As we roll into April and Holy Week, supplies out of both Florida and Mexico remain tighter than expected, and the market hasn't found much relief from where we were last week.

Peppers continue to be the biggest pressure point. Florida is still working back from freeze damage, and recent heavy rains, with some areas seeing several inches, have only slowed harvest and reduced yields further. Quality remains inconsistent, and number-one grade product is hard to come by.

Mexico isn't in a position to fill the gap either. Extreme heat across key growing regions is limiting yields, shortening harvest windows, and creating more quality variability. In some cases, growers are simply running out of usable product faster than planned.

On top of that, earlier harvesting decisions are now catching up to the market. Red bell peppers were pulled early while still green to support green demand, and now true red supply is limited. Quality is showing it too, with more reports of chocolating and uneven color development.

Tomatoes are following a similar trend. Florida volume remains light, and new crop out of Central Florida is still a couple weeks away. Mexico continues to carry the load, but production has been inconsistent with variable quality, keeping markets elevated and somewhat volatile.

Looking ahead, labor will be something to watch this week with Holy Week leading into Easter Sunday. Harvest schedules and crossings typically slow, which could tighten supplies even further in the short term.

On top of everything, rising fuel costs tied to escalating tensions in Iran are starting to push truck rates higher, adding another layer of pressure to an already tight supply chain.

Bottom line, not much relief yet. Expect tight supply, elevated markets, and a little more volatility as we move through early April.

