

The Source

Commodity of the Month - Potatoes

MARKET ALERTS

Asparagus: Mexican and Peruvian asparagus supplies remain limited due to production issues and strong demand. Markets are firm, with availability expected to stay tight through fall and into Thanksgiving.

Celery: Market remains firm with value-added pricing elevated. Lygus pressure is impacting yields, while Oxnard and Santa Maria remain the main growing regions.

Citrus (Lemons): Lemon supplies remain tight with strong demand keeping markets elevated. Offshore product is available, while District Two continues as the primary supply source.

Citrus (Oranges): California Valencia oranges are heavy to larger sizes, with small fruit remaining extremely limited. Flexibility on sizing will be needed to maintain coverage.

Onions: Onion markets remain elevated due to lower yields and freight impacts. Supplies continue from California and New Mexico until Pacific Northwest onions arrive.

Pineapple: Pineapple supplies remain steady with good quality. Larger sizes are improving, but crownless and organic supplies remain tight. Volume is expected to decline through mid-October.

Potatoes: Large potato sizes are tightening due to lower pack-outs and storage issues. Washington quality remains strong, but large and small counts are limited. Yellow and sweet potato supplies remain tight.

JULY 29, 2026

CROP UPDATES

Onions and potatoes are moving through a challenging transition as summer supplies tighten and new crops begin. Onion markets remain elevated until Northwest harvests build volume in August, while new crop potatoes are starting to bring relief. Quality may vary during the shift, with early-season handling concerns, but improved supplies are expected as crops cure and stabilize. [Read more](#)

WEATHER

California: High pressure will bring warmer-than-normal temperatures, with inland heat building into the weekend. Coastal areas will stay mild, while inland temperatures may reach 112°.

Mexico: Central Mexico will see isolated showers through the weekend, with warm and steady temperatures continuing.

Florida: Warm weather continues with scattered showers and gusty winds through Friday; wetter conditions are possible this weekend.

Arizona: Strong heat wave continues, with temperatures reaching 100s to 110s across Arizona and southeast California.

FREIGHT

Anticipate slower markets from Florida and expect northern states in the US to be more active. We expect demand to remain steady along the west coast

PRO*FRESH
LOGISTICS

IN PEAK SEASON

- Blueberries
- Carrots
- Citrus (Oranges)
- Grapes
- Stone Fruit
- Strawberries

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

The apple market is expected to remain mostly steady over the next few weeks. Supplies of Golden Delicious continue to tighten, driving prices higher as shippers wrap up the season. Red Delicious inventories are also declining, while Gala and Granny Smith supplies remain adequate. New crop Gala is expected to begin shipping shortly. Fuji and Pink Lady supplies continue to run lighter than normal, and prices could strengthen further as school demand increases.

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



Asparagus

ALERT

Mexican asparagus supplies remain tight due to weather-related production issues, with markets firming to about \$38.75 for Standard, \$44.75 for Large, and over \$50.00 for XL/Jumbo. Peruvian supplies also remain below normal because of reduced production and strong global demand. Overall, availability is expected to stay limited through the fall, with potential supply concerns heading into Thanksgiving.

Commodity/Region	Supply	Price	Quality
Caborca (Year Round)	Light	\$\$\$	Fair
Peru (Year Round)	Light	\$\$\$	Good
Ohio/NC/MI/NJ (June - September)	Light	\$\$\$	Good
Mexico (Ciudad Obregon) (Year Round)	Light	\$\$\$	Good



Avocados

Markets are stronger on 48ct and larger sizes, while 60ct and 70ct prices have eased as Flora Loca becomes the primary crop. Dry matter and oil content are averaging around 24%, resulting in slower ripening compared to the late-season Negra crop. California and Peru continue to provide additional supply.

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



Bell Peppers

California markets remain soft as steady production and light demand continue to pressure pricing. East Coast supplies remain ample, though recent heat and heavy rainfall are expected to affect quality and reduce yields in early August.

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

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

Supply Partners



Commodity Updates



Berries (Blackberries)

Markets have eased as availability improves from Central Mexico, California, and Oregon. Quality continues to improve overall, although some lots are still showing signs of red cell regression.

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

California (Year Round)	Steady	\$\$\$	Good
----------------------------	--------	--------	------



Berries (Blueberries)

Fresh market volume remains strong from Oregon, Washington, British Columbia, and Michigan, resulting in improved availability and downward pressure on markets.

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

California (Year Round)	High	\$\$\$	Good
----------------------------	------	--------	------



Berries (Raspberries)

Supplies continue to improve from Baja, while California production is gradually increasing. As availability expands, markets are trending lower.

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

California (Year Round)	High	\$\$\$	Good
----------------------------	------	--------	------



Berries (Strawberries)

Demand remains light this week, with some growers diverting volume to the processing market to avoid fresh market backlogs. Salinas and Watsonville continue to see steady production, while Santa Maria is gradually ramping up new crop harvests. Warmer temperatures are expected across all growing regions through the weekend.

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

California (Year Round)	Steady	\$\$\$	Fair
----------------------------	--------	--------	------

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

Supply Partners

Driscoll's
Only the Finest Berries™



Commodity Updates



Broccoli

Broccoli supplies remain strong this week with good quality reported. The market is expected to remain steady heading 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 good overall quality. The market is expected to stay steady and may trend higher heading into next week.

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



Carrots

Bakersfield is currently the primary growing region, with strong availability and good sizing across all carrot packs.

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

Cauliflower supplies remain strong across all growing regions this week. The market is expected to stay steady heading into next week.

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



Celery

ALERT

The market remains firm, with escalated pricing in effect for value-added products. Oxnard and Santa Maria will continue as the primary growing regions, with smaller sizing expected to have slightly less volume than larger sizes. Shippers are currently managing lygus insect pressure, which is impacting yields across multiple growers.

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

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

Supply Partners



Commodity Updates



Citrus (Grapefruit)

Star Ruby grapefruit supplies are available, with volume peaking on 48ct. Product is shipping primarily 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

The lemon market remains elevated due to limited availability and strong demand. Supplies are expected to stay tight, keeping pricing firm in the near term. Offshore product is now available on both coasts, while District Two (Ventura County/Oxnard region) is in full production and providing the majority of current supply.

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



Citrus (Limes)

Lime crossings remain steady, with supplies expected to hold stable over the next three weeks before tightening. Weather continues to impact U.S. No. 1 yields, while declining Mexican production will be supplemented by Colombian imports. Peru's new season is expected to begin in September/October.

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



Citrus (Oranges)

ALERT

California Valencia oranges are heavily weighted toward larger sizes, with 56ct and 72ct fruit making up the majority of production. Small sizes (113ct and 138ct) remain extremely limited and are expected to stay tight through the season. Flexibility on sizing will be needed, with larger fruit likely used to fill orders.

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



Cucumber

Markets remain mostly steady with good promotional opportunities despite slightly lighter Baja production. New York volume is increasing this week with excellent quality, while Midwest local supplies continue to build.

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

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

Supply Partners

Sunkist FRESH LINK

PRO*ACT
CONNECTING FARMS | EMPOWERING KITCHENS™

Commodity Updates



Eggplant

New Jersey production has increased, easing market pressure, while California supplies remain steady with improved availability. Promotable East Coast and Midwest volume is expected over the next several weeks.

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



Garlic

Shipments have transitioned to Mexican peeled garlic as of June 22, 2026, and will continue through late July to early August until the new California crop becomes available.

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 California grape season continues with strong availability. Early varieties like Flames and Sugraones are nearly complete, while summer varieties such as Krissy and Timpson are reaching full production. Shippers are primarily peaking on Large and Extra Large sizes across red and green seedless varieties. Barring any major weather issues, the market is expected to remain steady with promotable pricing and excellent supply.

Grapes (Green)

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

Grapes (Red)

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



Green Onions

Green onion supplies remain strong overall, with the market expected to stay steady into next week, weather permitting.

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



Kale

Kale supplies and quality remain strong overall, with conditions expected to stay steady heading 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

Supply Partners



Commodity Updates



Lettuce Iceberg

Good supplies are expected throughout the week, with shippers offering flexibility on volume orders. Promote as much as possible, as availability remains strong across both Northern and Southern California. Quality continues to be above average, with 40–45 lb weights, good color and texture, and only slight misshapen heads reported.

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

Santa Maria, California (March-December)	Light	\$\$\$	Fair
---	-------	--------	------

Salinas, California (May - October)	Light	\$\$\$	Fair
--	-------	--------	------



Lettuce Leaf

Romaine, green leaf, and romaine heart supplies are expected to remain strong throughout the week. Shippers are offering aggressive pricing on large-volume orders and are looking for additional business, so promote as much as possible. Quality is expected to remain good for at least the next few weeks.

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

Salinas, California (May - October)	Steady	\$\$\$	Fair
--	--------	--------	------



Lettuce Tender Leaf

Spinach, arugula, and spring mix supplies remain strong for normal business, with good quality reported across all items.

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

Mexico (Year Round)	Steady	\$\$\$	Good
------------------------	--------	--------	------

Oxnard, California (Year Round)	Steady	\$\$\$	Good
------------------------------------	--------	--------	------

Yuma, Arizona (November - May)	Steady	\$\$\$	Good
-----------------------------------	--------	--------	------



Melon (Cantaloupe)

Domestic cantaloupes are transitioning from Central California into the Westside region. Product is peaking on 9ct with good supplies and promotional opportunities available on the new crop.

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

Central America (December - May)	Steady	\$\$\$	Good
-------------------------------------	--------	--------	------

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

Supply Partners



Commodity Updates



Melon (Honeydew)

Domestic honeydews are transitioning from Central California into the new Westside region fields. Product is peaking on 5ct with good supplies and promotional opportunities available on the new crop.

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



Melon (Watermelon)

Watermelon demand remains steady following the holiday ADS. Supplies are available from California, the Southeast, and Texas.

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



Mushroom

New government duties are expected to drive price increases as demand continues to exceed available supplies.

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



Onions

ALERT

Onions will continue loading from Central California and New Mexico through the remainder of the summer onion season. Lower yields are keeping pricing elevated, with freight also impacting the market. These conditions are expected to continue until new Pacific Northwest supplies become available. Washington winter storage onions remain available.

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



Pears

Washington pear growers are beginning harvest this week, with shipments expected to start next week. California Bartlett production is running 2-3 weeks ahead of normal, with some Delta shippers already finished harvesting but continuing to ship for several more weeks.

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

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

Supply Partners



Commodity Updates



Pineapples

ALERT

Pineapple supplies remain steady with fair to good quality and demand. Markets are steady to slightly higher, with contract business taking priority. Larger sizes are becoming more available, while crownless 8ct and 10ct sizes remain limited and organic supplies stay tight. Volume is expected to decline over the next two weeks, with tighter supplies through mid-October.

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



Potatoes

ALERT

Large potato sizes are beginning to tighten as pack-outs decline deeper into the season. A warm winter has impacted storage quality, with some potatoes deemed unusable, reducing overall availability. Lead time will be needed to secure product. Washington potatoes continue to show excellent quality, peaking on mid sizes, while larger and smaller counts remain limited. Florida color potatoes will be available for another week or two, yellow potatoes remain tight, and reds are in a better position. North Carolina sweet potato supplies will remain limited until the new crop begins.

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



Squash

Zucchini and gray squash supplies remain plentiful, while yellow squash continues to command premium pricing due to tighter availability. New Jersey and New York are producing strong promotable volumes, though August heat may impact Western supplies.

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



Stone Fruit

Peaches, plums, and nectarines are all in full production. Peaches and nectarines have sized up, with small fruit becoming extremely limited. Small plums remain a strong value with promotable pricing. Chilean kiwi supplies are lighter, driving higher markets as they remain the primary source until California production resumes in October.

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



Tomatoes

Tomato supplies remain adequate, with weather-related quality issues improving as Tennessee and other regional harvests expand. California and Baja continue providing strong, consistent volume, while Virginia leads grape tomato production with good quality. Central Mexico and Baja production are expected to increase in the coming weeks, improving overall market availability.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Baja California (Spring/Summer - November)	Steady	\$\$\$	Good
California (July - October)	Light	\$\$\$	Good

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

Supply Partners



Weather Updates



CALIFORNIA

High pressure will continue to bring near to slightly above-average temperatures along the coast and warmer-than-normal conditions inland Wednesday. Morning lows will range from the upper 40s to upper 50s, with daytime highs reaching the low to mid-70s near the coast, low to mid-80s in the Santa Clara Valley and Soledad, and mid-90s to 106° south of Soledad. The high strengthens Thursday, bringing heat wave conditions inland through the weekend, with coastal temperatures in the 70s to low 80s and inland areas reaching the mid-80s to 112°.



MEXICO

Isolated showers are expected across Central Mexico fields through the weekend, with rainfall totals generally ranging from 0.05” to 0.30”, though heavier amounts are possible in stronger thunderstorms. Warm temperatures will continue with little change through Sunday, with highs in the mid-70s to mid-80s and lows in the mid-50s to low 60s.



FLORIDA

Warm temperatures will continue through the weekend, with isolated to scattered showers expected through Friday. Moisture will increase over the weekend, bringing a greater chance for wetter conditions across the state. Winds will remain gusty through Friday, generally ranging from 17–21 mph.



ARIZONA

A significant heat wave will continue strengthening through the weekend as high pressure builds across the Southwest. Wednesday temperatures are expected to reach the mid to upper 100s in central Arizona and the low to mid 110s across southwest Arizona and southeast California.

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

Freight Updates



Anticipate slower markets from Florida and expect northern states in the US to be more active. We expect demand to remain steady along the west coast



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

[full history](#) XLS

	07/13/26	07/20/26	07/27/26	Change from		
				2 year ago	year ago	week ago
U.S.	4.796	5.134	5.313	↑ 1.545	↑ 1.508	↑ 0.179
East Coast (PADD1)	4.894	5.194	5.354	↑ 1.510	↑ 1.542	↑ 0.160
New England (PADD1A)	5.189	5.399	5.518	↑ 1.429	↑ 1.544	↑ 0.119
Central Atlantic (PADD1B)	5.204	5.370	5.579	↑ 1.551	↑ 1.634	↑ 0.209
Lower Atlantic (PADD1C)	4.748	5.107	5.255	↑ 1.504	↑ 1.509	↑ 0.148
Midwest (PADD2)	4.659	4.988	5.196	↑ 1.469	↑ 1.402	↑ 0.208
Gulf Coast (PADD3)	4.546	4.942	5.087	↑ 1.619	↑ 1.633	↑ 0.145
Rocky Mountain (PADD4)	4.600	4.935	5.141	↑ 1.423	↑ 1.360	↑ 0.206
West Coast (PADD5)	5.550	5.877	6.067	↑ 1.697	↑ 1.521	↑ 0.190
West Coast less California	5.052	5.362	5.545	↑ 1.577	↑ 1.356	↑ 0.183
California	6.126	6.471	6.670	↑ 1.839	↑ 1.713	↑ 0.199

*prices include all taxes

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

Crop Updates



Onions on Fire, Potatoes at the Finish Line

The onion market is on fire as California and New Mexico work through a difficult summer crop. California is dealing with lower acreage and high heat, while New Mexico is battling seeder issues that are limiting pack-outs and usable supply. Markets are expected to remain elevated as the Northwest is running behind schedule and is not ready to bring full relief yet.

Washington, Idaho, and Eastern Oregon should begin with new crop yellow onions first, followed by reds by the second week of August. Better supplies are expected by the end of August once the Northwest has more volume and the crop has time to cure. That curing time matters. Fresh-run onions can show lighter skins and a rougher finish early, but once those Northwest onions settle in, we should start to see stronger skins, better color, and those golden husks everyone likes to see.

Potatoes are also moving into transition. Idaho has started harvesting new crop yellow potatoes, which should bring some much-needed relief to the colored potato market. Reds should follow shortly after, with new crop russets right behind them. The timing is encouraging, but we are still working through the final stretch of the old crop Burbank supply, and those potatoes are starting to show their age.



Crop Updates



Pressure bruising is becoming more prevalent as the Burbank crop reaches the end of its season. Pack-outs are becoming more difficult, and quality will need to be managed closely until new crop russets are fully available. Early test digs on new crop potatoes suggest the crop will peak closer to 80-count sizing, which should help bring better availability on the larger profile once volume builds.

New crop Norkotahs will bring welcome relief, but they will also come with typical early-season handling considerations. Fresh-run potatoes can retain field heat and carry excess moisture until they have time to settle. Skinning will be more common early, and when warm potatoes go into a cold reefer or warehouse, they can sweat moisture. That moisture can leave behind a white fuzz that looks like mold, but it is harmless to the product and can be brushed or wiped off.

Onion and potato harvest in the Northwest is one of the first signs that summer is winding down and fall is around the corner. Relief is starting, but both crops still need time to build volume, cure, and settle into storage. Until then, ordering potatoes and onions for quicker turns will be the best way to protect quality through the transition.

