

The Source

Commodity of the Month - Apples

MARKET ALERTS

Asparagus: Mexican and Peruvian asparagus supplies remain very tight due to weather impacts and low yields, with improved availability expected in October. Prices are expected to remain elevated until supplies increase.

Blackberry: Supplies remain extremely tight due to weather impacts and production delays in Mexico. Gradual improvement is expected, with stronger volume increases anticipated by mid-October.

Cauliflower: Cauliflower supplies remain very tight due to production gaps, insect pressure, and warm weather. Market conditions are expected to stay firm.

Citrus (Oranges): California Valencia oranges are peaking on larger sizes, while small fruit remains very limited. Size flexibility may be needed to ensure supply coverage.

Green Onion: Baja supplies remain tight due to heat and low yields, with improvement expected by mid-to-late October.

Lettuce (Iceberg): Supplies remain tight due to lower yields and ongoing INSV pressure, with quality concerns persisting. Market conditions are expected to remain firm.

Lettuce Leaf: Romaine markets remain steady, with improved leaf lettuce conditions and moderate romaine heart availability. Supplies are below budget, but lighter demand is supporting availability and promotions.

Onions: The onion market is being driven by storage season supplies, with availability remaining tight and larger sizes especially limited.

Pineapple: Pineapple supplies are tightening due to seasonal flowering, limiting open market availability. Quality remains good, though 8ct and 10ct crownless fruit and organics remain very tight.

Potatoes: The potato market is transitioning to new-crop production, with sizing challenges on 40ct and 70ct potatoes. Washington quality remains strong, while sweet potato supplies are limited.

Squash: East Coast squash supplies remain tight, with limited Western availability and quality concerns. Conditions are expected to improve as Sonora's new crop begins in late September.

SEPTEMBER 9, 2026

CROP UPDATES

A Central Coast heat wave is increasing stress on crops already impacted by insect, disease, and quality challenges. Strawberries remain especially tight, while lettuce, romaine, brassicas, and tender leaf items continue to face pressure. Melon supplies are also tightening as California production winds down, keeping markets firm.

[Read more](#)

WEATHER

California: Hot conditions will persist through Thursday, with a cooling trend arriving Friday and more seasonal temperatures expected through the weekend.

Mexico: Scattered showers and thunderstorms are expected through the weekend, while temperatures remain seasonably warm with highs in the 70s and upper 70s to near 80 degrees.

Florida: A stationary front will bring scattered showers through midweek, with warmer, humid conditions and highs in the upper 80s to low 90s continuing through the week.

Arizona: Hot and dry through Thursday, with cooler temperatures expected into the weekend.

FREIGHT

Freight this week sees fall markets on the horizon with some indication of transition to the southern growing regions happening. With transition in mind, we encourage advanced bookings and to avoid making out of route pickups to save time and money

PRO*FRESH
LOGISTICS

IN PEAK SEASON

- Carrots
- Grapes
- Stone Fruit

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Commodity Updates



Apples

The apple market continues to strengthen as strong school demand meets increasingly limited supplies. Fuji, Pink Lady, Red Delicious, Golden Delicious, and Granny Smith prices are trending higher, with Fuji supplies expected to remain especially tight over the next several weeks. Gala and Honeycrisp are bucking the trend as new-crop harvesting gets underway, with improving Gala supplies helping keep the market relatively steady while Honeycrisp availability continues to build.

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



Asparagus

ALERT

Mexican asparagus supplies remain extremely limited, with elevated pricing expected through September due to weather challenges and low yields. Supply should improve in October as new fields in Southern Baja and Sonora come online ahead of Thanksgiving demand. Peruvian supplies also remain tight, with weather-related yield reductions keeping overall volumes below demand despite steady production from Southern Peru.

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 remain steady on 48/60/70ct fruit, while larger sizes continue to command premium pricing. California and Peru supplies remain available but are gradually winding down for the season.

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



Bell Peppers

East Coast supplies remain light, with recent rainfall impacting quality. Northern production is winding down as Georgia volumes continue to ramp up. In the West, supplies remain steady with good quality and sizing, while California colored bell pepper availability is stable and continues to be supplemented by Canadian imports.

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)

ALERT

This item remains in a severe demand-exceeds-supply situation due to adverse weather impacts across key growing regions in Mexico. CMEX is currently transitioning to new varieties and production areas, with delays in these regions pushing back expected volume increases by several weeks. Supplies are expected to improve gradually, with more meaningful increases anticipated by mid-October.

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

The Pacific Northwest season has concluded, with Peruvian and Mexican imports expected to become the primary supply sources in the coming weeks. As the market transitions to imported product, pricing is anticipated to trend slightly higher.

Commodity/Region	Supply	Price	Quality
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California (Year Round)	Steady	\$\$\$	Excellent
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Berries (Raspberries)

Supplies remain lean but are adequate to meet current demand. Volumes from Central Mexico and Baja are expected to gradually increase over the coming weeks, supporting improved availability as production continues to build.

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

The Salinas and Watsonville seasons are nearing completion, with only a few weeks of production remaining. Santa Maria volumes are beginning to ramp up, and additional supplies from Oxnard, Baja, and Central Mexico are expected to become available over the next two weeks, helping to improve overall market availability.

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

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Driscoll's
Only the Finest Berries™



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Commodity Updates



Broccoli

Broccoli supplies remain tight as some fields have matured earlier than expected, creating gaps in production. Growers are also facing pressure from younger field development and increased Diamondback moth activity, which is impacting overall yields and harvest quality. As a result, market conditions are expected to strengthen, with prices likely trending higher into next week.

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



Brussel Sprouts

Brussels sprout supplies remain tight due to ongoing insect pressure, which continues to impact overall yields and availability. With demand beginning to increase, market conditions are expected to strengthen, leading to a modest rise in pricing in the near term.

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



Carrots

The Bakersfield spring crop is performing well, with strong sizing and favorable yields expected to support production for the next 2 to 3 weeks. Following this period, production will transition to the Lancaster and Cuyama regions for the summer season, which is expected to run through the end of October before returning to Bakersfield. In addition, Grimmway has begun production in Minnesota, with the program expected to continue through late November or early December. This is the first year operating from this facility, and only select SKUs will be shipped from this location. Pricing will remain consistent with California.

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 very tight, with production gaps expected through next week as some fields finish earlier than anticipated. Diamondback moth pressure continues to impact yields across South County and Santa Maria, while warm weather is adding further challenges. As a result, some suppliers may source outside product to fill orders, and market conditions are expected to remain firm for the foreseeable future.

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



Celery

The market is steady to start the week, and current conditions are expected to continue throughout. Santa Maria, Oxnard, and Salinas will have good availability across all sizes, while demand from school programs remains relatively light. With shippers actively looking to move volume, this remains a strong promotional opportunity. Quality continues to be above average across most growing regions.

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 remain available, with supplies peaking on 48ct fruit. Shipments are currently originating from both Riverside and the San Joaquin Valley, providing steady availability and quality.

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



Citrus (Lemons)

The lemon market remains steady, with tight supplies expected to keep pricing firm in the near term. Offshore imports continue to supplement availability on both coasts, while District Two, encompassing the Ventura County and Oxnard regions, remains in full production and is supplying the majority of current volume.

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



Citrus (Limes)

The market is transitioning into new-crop fruit, which is expected to improve quality and gradually increase available volumes. Recent heavy rains have delayed harvests and arrivals, creating some upward pressure on pricing; however, with additional volume expected in the coming weeks, these market impacts should be temporary. Offshore fruit remains available to help supplement supply.

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



Citrus (Oranges)

ALERT

The California Valencia orange crop is heavily weighted toward larger sizes, with production peaking on 56ct and 72ct fruit. Smaller sizes, particularly 113ct and 138ct, remain extremely limited and are expected to stay tight through the end of the season. Flexibility on size will be important, as larger-size Valencias may be substituted to maintain order fulfillment. Schools and DoD programs are encouraged to utilize 88ct or 72ct fruit to help ensure consistent supply.

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



Cucumber

Cucumber markets are steady to firm, depending on the growing region. Eastern supplies remain stable, supported by good quality and consistent demand, while tighter western availability continues to keep pricing elevated. Additional supply from Nogales is expected to begin in October, which should help improve overall market availability.

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

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

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Commodity Updates



Eggplant

Central Valley volumes remain steady, while local programs in Tennessee, North Carolina, and Michigan were limited this week. Overall quality remains good, with supplies generally meeting current demand.

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



Garlic

We are now shipping from the 2026 California crop, which is expected to remain in production through late September. Quality and availability are currently meeting expectations as the season progresses.

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 market remains stable, with most shippers peaking on Large and Extra Large red and green seedless varieties. Barring any weather-related issues, supplies and quality are expected to remain strong, supporting favorable promotional opportunities. The green grape market is slightly firmer than last week, with modest upward pressure on pricing.

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

ALERT

Baja production is expected to remain limited over the next 2 to 3 weeks due to continued heat, lower yields, and smaller sizing. Tight supplies have kept the market firm, with September water availability and potential monsoonal weather posing additional risks. Improved supplies are expected as fall production begins in mid-to-late October.

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



Kale

Kale supplies and quality remain strong, with steady market conditions expected to continue into next week. Availability is adequate, and no significant changes are anticipated in the near term.

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

Lower yields continue to be reported in both Salinas and Santa Maria, keeping supplies tight and the market active. INSV pressure remains a challenge across the industry, limiting availability and adding stress to order fulfillment. Quality concerns on arrivals include outer-leaf discoloration, misshapen heads, and occasional insect damage, while carton weights are ranging from 37 to 44 lbs. With reduced yields, ongoing disease pressure, and steady demand, the market is expected to remain firm and continue strengthening through the week.

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

Romaine markets remain mostly steady, with only light disease pressure currently impacting production. Conditions for green and red leaf lettuce have improved in both the Salinas Valley and Southern California. While supplies remain below budgeted levels, lighter demand is creating better availability and promotional opportunities. Romaine hearts are moderately available, and the market is expected to remain stable in the mid-to-high teens.

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

Spring mix quality remains strong overall, with only some breakdown in red varieties occurring late in shelf life. Spinach supplies and quality are good, though minor insect pressure is being reported and could increase as we move into the fall season. Arugula is showing some seeding and flowering but continues to perform well. Current heat conditions may impact both quality and yields in the weeks ahead.

Commodity/Region	Supply	Price	Quality
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Mexico (Year Round)	Steady	\$\$\$	Good
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Oxnard, California (Year Round)	Steady	\$\$\$	Good
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Salinas, California (May - October)	Steady	\$\$\$	Fair
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Melon (Cantaloupe)

Domestic cantaloupes are currently shipping from Central California, with production peaking on 9ct fruit. Supplies are strong, quality is good, and attractive pricing is available on the new crop.

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

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Commodity Updates



Melon (Honeydew)

Domestic honeydews are currently shipping from Central California's Westside region, with steady supplies and demand. Production is peaking on 5ct fruit, offering good sizing, solid quality, and adequate availability.

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

Watermelon demand remains steady as we approach the upcoming holiday. Retail promotions are expected to increase over the weekend, supporting stronger movement and helping keep market conditions firm through the remainder of the season.

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

Due to new government duties and tight supplies, pricing is expected to remain elevated in the near term.

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

Summer onions have transitioned fully into the storage season, which is now driving the market. Supplies remain tight due to strong demand and several growing regions finishing earlier than expected. Freight continues to influence market conditions ahead of the holiday, while suppliers work to build inventories. Larger-size onions remain the most challenging to source.

Commodity/Region	Supply	Price	Quality
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Eastern Orgeon/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 in full production on Bartletts, with many shippers now transitioning into Starkrimson varieties. New-crop Anjou pears are expected to begin adding volume soon, supporting overall availability. The market remains generally steady, with some California Bartletts still available from Central Valley growers.

Commodity/Region	Supply	Price	Quality
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	Steady	\$\$\$	Good
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Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

Supply Partners



Commodity Updates



Pineapples

ALERT

Pineapple supplies are tightening due to the natural flowering season. While contract orders are expected to remain covered, open market availability will be more limited. Quality remains good overall. On the crownless side, 8ct and 10ct fruit remain very tight, and organic pineapples continue to be limited. Supplies of 6ct and 7ct crowned pineapples are increasing, while 8ct crowned fruit remains steady.

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



Potatoes

ALERT

The old-crop Burbank season has ended, and the market is transitioning to new-crop potatoes. Sizing remains a challenge, especially on 40ct and 70ct potatoes, while Washington growers continue to produce excellent quality with supplies peaking on mid-size counts. Sweet potato availability remains limited as the new crop gets underway.

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



Squash

ALERT

East Coast squash supplies remain tight as summer production winds down. North Carolina zucchini availability is stronger than yellow squash, while Georgia volumes remain light. Western supplies are very limited and continue to face quality challenges. Market conditions are expected to improve as Sonora's new crop begins harvesting in late September.

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



Stone Fruit

Peach and nectarine harvests are winding down and are expected to conclude within the next one to two weeks. White peaches are finished for the season, while white nectarines are nearly complete. Small black plums remain plentiful and attractively priced, offering strong value, whereas red plums are more limited and primarily available in larger sizes. The Chilean kiwi market remains firm due to lighter supplies, with Chile continuing to be the primary source until California production resumes in the coming weeks.

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



Tomatoes

Round Tomatoes: Eastern supplies remain tight but steady, while Western supplies are stable with good quality as California transitions into fall production.

Grape Tomatoes: Eastern supplies are tightening as seasonal programs wind down. Western supplies remain light due to recent rains in Mexico but are expected to improve over the next 1 to 2 weeks.

Roma Tomatoes: Supplies remain limited across all regions, with light production and recent rainfall creating additional quality concerns.

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

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

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Weather Updates



CALIFORNIA

A strong high-pressure system will bring hot conditions through Thursday, with daytime temperatures reaching the mid-80s to low 90s along the coast and upper 90s to 108 degrees inland. The pattern is expected to ease on Friday, allowing temperatures to cool closer to seasonal norms. Mildly above-average conditions are expected to persist through the weekend, with highs in the low 70s to low 80s near the coast and upper 80s to mid-90s in inland growing regions south of Soledad.



MEXICO

Isolated to scattered showers and thunderstorms are expected through the weekend, with most areas receiving 0.05" to 0.30" of rainfall, though localized storms could produce higher amounts. Temperatures will remain seasonably warm through September 13, with daily highs ranging from the low 70s to near 80 degrees and overnight lows in the low 50s to low 60s.



FLORIDA

A stationary front will drift south through midweek, bringing isolated to scattered showers across the peninsula, with activity expected to decrease later in the week. Temperatures will remain warm and humid through September 11, with daytime highs in the upper 80s to low 90s and overnight lows in the low to upper 70s. Winds are expected to reach occasional gusts of around 15 mph through Wednesday across much of Southeast Florida and the Tampa Bay region.



ARIZONA

Mostly dry conditions are expected across the low desert growing regions through Thursday, with shower activity returning to central Arizona late Thursday into Friday and continuing through the weekend. High temperatures will remain hot through Thursday, reaching the 100s across southwest Arizona and the low to mid-110s in southeast California, before a cooling trend arrives on Friday. By Sunday, highs are expected to range from the mid-90s to low 100s. Overnight lows will stay in the mid-80s through Friday before cooling into the mid-70s to low 80s by the end of the weekend. Southerly winds will remain light to moderate, with gusts of 15 to 18 mph through Thursday and increasing to 15 to 20 mph on Friday afternoon.

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

Freight Updates



Freight this week sees fall markets on the horizon with some indication of transition to the southern growing regions happening. With transition in mind, we encourage advanced bookings and to avoid making out of route pickups to save time and money



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

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

	08/24/26	08/31/26	09/07/26	Change from		
				2 year ago	year ago	week ago
U.S.	5.652	5.599	5.967	↑ 2.412	↑ 2.201	↑ 0.368
East Coast (PADD1)	5.498	5.448	5.744	↑ 2.125	↑ 1.972	↑ 0.296
New England (PADD1A)	5.716	5.736	5.990	↑ 2.119	↑ 2.035	↑ 0.254
Central Atlantic (PADD1B)	5.840	5.838	6.051	↑ 2.204	↑ 2.114	↑ 0.213
Lower Atlantic (PADD1C)	5.350	5.276	5.605	↑ 2.097	↑ 1.912	↑ 0.329
Midwest (PADD2)	5.636	5.571	5.946	↑ 2.418	↑ 2.192	↑ 0.375
Gulf Coast (PADD3)	5.481	5.360	5.754	↑ 2.564	↑ 2.350	↑ 0.394
Rocky Mountain (PADD4)	5.537	5.555	5.805	↑ 2.238	↑ 2.051	↑ 0.250
West Coast (PADD5)	6.407	6.497	6.987	↑ 2.730	↑ 2.454	↑ 0.490
West Coast less California	5.859	5.872	6.314	↑ 2.477	↑ 2.151	↑ 0.442
California	7.040	7.218	7.764	↑ 3.025	↑ 2.806	↑ 0.546

*prices include all taxes

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



Crop Updates



West Coast Heat Wave Keeps Summer Alive

September means different things to different people. For some, it means pumpkin spice and the start of football season. Around the Salinas Valley, I like to hang on to the last few days of summer, when it's still light out late and there's enough daylight to squeeze in 18 after work.

This week's weather is certainly helping that argument.

A significant heat wave is moving across California's Central Coast, with temperatures expected to reach the upper 80s to mid-90s near the coast and push above 100 degrees farther inland in both the Salinas and Santa Maria Valleys.

That heat is arriving at a tough time. Many crops are already dealing with insect pressure, disease and maturity issues, and another stretch of elevated temperatures will only add more stress.

Lettuce and romaine are seeing internal burn, disease and insect pressure resulting in lighter case weights. Broccoli, broccolini, Brussels sprouts, cabbage and cauliflower continue to battle Diamondback Moth activity. Tender leaf items are showing more bolting, yellowing, insect pressure and shorter shelf-life potential. Value-added lettuce and romaine blends will also be worth watching closely as higher temperatures increase respiration rates and can accelerate breakdown, premature pinking and shelf-life concerns.



Crop Updates



Strawberries remain one of the most strained items in the market. Salinas and Watsonville production has been declining for several weeks, with some newer varieties producing smaller, less resilient fruit. Thin skins and bruising continue to be an issue, and the current heat will only add more pressure to quality and shelf life. Santa Maria is slowly improving, but those gains are not enough to offset the losses farther north. Demand continues to exceed supply, and pricing is expected to remain elevated until additional volume from Mexico, Baja and eventually Oxnard begins to build.

Melons are dealing with a different version of the same weather story. Recent cooler temperatures slowed growth in the San Joaquin Valley and reduced overall volume. This week's heat should help, but it may be arriving a little late as the California Westside deal begins winding down and production starts shifting toward Nogales.

Cantaloupe supplies are tightening, particularly on larger fruit, while 15-count remains especially limited. Honeydew volume has also declined, with smaller sizes such as 8-count running short. Quality remains good on both items, but as California production declines and the transition continues, markets should continue to move higher before settling later in September.

For now, summer is hanging on right along with us. A few more hot days can still have a big impact this time of year, especially on crops that have already been through a long season.

