

The Source

MARKET ALERTS

Asparagus: Mexican asparagus is very limited until mid-May, with stronger supply expected late May–June. Peru is steady, with more volume late June–July. Ecuador air freight should ease soon, ocean shipments are slowly increasing, and quality remains fair.

Broccoli: supply is very low; weather cut yields, and prices may rise slightly next week.

Brussel Sprouts: Slightly tight; prices may rise a bit into the weekend.

Carrots: Imperial Valley supplies are tight with small sizing due to early harvests; Bakersfield reopening in 3–4 weeks should improve size and availability.

Cauliflower: Cauliflower is very tight; yields dropping and prices likely up slightly next week.

Celery: Santa Maria/Oxnard supply is light; demand exceeds supply, keeping markets tight and value-added items elevated for weeks despite good quality.

Citrus (Lemons): San Joaquin supports Oxnard/Ventura; size peaks at 115/95/140 with mostly choice fruit. Small lemons (165s+) are very tight.

Citrus (Oranges): Navels are mostly large (56/72ct); small sizes are very tight into Valencia transition. Expect substitutions to larger fruit and encourage acceptance of 72/88ct.

Lettuce (iceberg): Strong demand vs low supply keeps market active; quality issues present. Value-added prices elevated; sourcing from Salinas, SoCal, and light Mexico volume.

Lettuce leaf: Leaf lettuce and romaine are tight with higher prices; hearts are short with smaller, lighter, slightly burned product expected for weeks.

Onions: PNW season is ending early; Texas is rain-limited; California is main source, focusing on contracts as inventory builds.

Pineapple: Pineapples are tight with rising Mother's Day demand; contracts prioritized. Large sizes improving, but crownless 8/10ct and organic remain limited.

Tomatoes: Tomatoes are very tight. Round/vine nearly unavailable in the West, Roma demand is heavy, and grape/cherry are inconsistent. Expect tight supply for weeks until new regions start.

Strawberries: Rain/cold cut yields; Mother's Day demand tightens supply. Slight weekend relief possible, but market likely stays tight next week.

Commodity of the Month - Carrots

APRIL 29, 2026

CROP UPDATES

Markets are broadly tight across produce due to weather, disease, and transition gaps. Romaine, iceberg, broccoli, cauliflower, and asparagus are all reduced in yield and supply, keeping prices elevated. Tomatoes remain especially tight (rounds worst), with only gradual relief expected as Florida ramps and Mexico slowly recovers; grapes/cherries are improving. Light rain further cut production, and Mother's Day demand is adding pressure. Expect continued tightness through at least mid-late May with limited flexibility. [Read more](#)

WEATHER

California: Warming through week under high pressure, peaking Friday (highs mid-60s–low 90s) before a Sunday system cools things back to near normal with a deeper marine layer. Lows range from 30s–50s, highs from 60s–90s.

Mexico: Warm, steady temps with isolated light showers (trace–0.20"). Highs low 80s–low 90s, lows upper 50s–mid 60s through weekend.

Florida: Warm through Saturday, then a cold front brings cooler, wetter weather Sunday with about 0.5–1.0" rain expected over much of Florida.

Arizona: Low over N. Baja keeps most rain south; Scottsdale has slight Wed night–Thu rain chance, otherwise dry. Highs mid-80s–90s (warming into 90s Fri), lows mid-50s rising to mid-60s. Thermal near 100s.

FREIGHT

Freight this week continues to see shipper delays due to slower harvest times, and leftover effect of rain from last week. We are still expecting the freight market to be affected by these delays and will likely continue into May



IN PEAK SEASON

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Commodity Updates



Apples

The market remains steady overall. Supplies are seasonally declining and are expected to come into balance with softer demand in May. As schools break for summer, pricing should remain close to current levels. Retail bag programs continue to absorb a significant portion of smaller fruit, requiring foodservice customers to adapt by utilizing alternative sizes. Availability of 100-count and smaller fruit remains tight across Cosmic Crisp, Honeycrisp, Pink Lady, and Gala, a trend expected to persist through the end of the season until the arrival of the new crop.

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



Asparagus



Mexican asparagus is very limited as Sonora ends harvest and Baja ramps up too late for Mother's Day, with improvement expected by mid May and more volume from Central Mexico in late May into June. Peruvian supply is steady with limited near term growth as production shifts north, with better volume in late June and July, while tight air freight from Ecuador is expected to ease soon; quality remains fair with some issues, and ocean shipments are increasing slowly with modest short term relief.

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



Avocados

Markets are steady at lower levels with ample fruit on the trees and consistent demand. Peak sizes are 48ct, with dry matter and oil content in the low 30s, and fruit is eating very well. We will share updates if anything changes on the avocado front.

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



Bell Peppers

Florida supply is strong with light demand, keeping pressure on prices while quality remains solid despite recent rain. Mexican crossings are minimal, while Coachella is ramping up and lowering prices to stay competitive. Green bells present a strong promotional opportunity, with Georgia volume expected soon.

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

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

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Commodity Updates



Berries (Blackberries)

Supplies are improving, with California expected to increase production this week.

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



Berries (Blueberries)

CME, California, Georgia, and Florida are all currently in production, helping to ease pricing across all pack styles. The PNW season is expected to begin in the next 3-4 weeks.

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



Berries (Raspberries)

Supplies from CEMEX remain limited. California hoop berry production is expected to ramp up over the next few weeks, and markets are already trending lower in response.

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



Berries (Strawberries)

ALERT

Recent rainfall and persistently cold temperatures are reducing yields. The Mother's Day pull is now in full swing, and large open-market orders are increasingly difficult to secure at any price. Shippers are prioritizing contracts and previously committed volumes. Availability is expected to improve heading into the weekend, though demand is projected to strengthen through next week, which will likely keep the market tight.

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

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

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Driscoll's
Only the Finest Berries™



Commodity Updates



Broccoli

ALERT

Broccoli supplies are extremely limited. With yields affected by recent heat and rain, followed by cooler temperatures, expect the market to edge slightly higher heading into next week.

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



Brussel Sprouts

ALERT

Brussels sprout supplies are fair but leaning slightly tight. The market is expected to tick up modestly as we head into the weekend.

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



Carrots

ALERT

The Imperial Valley is currently the main growing region, with availability expected to improve in the next 3-4 weeks as Bakersfield comes back online, weather permitting. Shippers entered Imperial Valley fields earlier than ideal due to limited supply from Bakersfield, resulting in smaller sizing and putting growers in a difficult position, which has led to a slowdown in harvests to allow product to size up properly. While the carrot market was already under pressure, continued harvesting at reduced sizing would have further strained the industry. Over the next few weeks, sizing should improve along with stronger overall availability.

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

ALERT

Cauliflower supplies are extremely limited, with yields declining as we move into the weekend. As a result, the market is expected to tick slightly higher heading into next week.

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



Celery

ALERT

The Santa Maria and Oxnard regions continue to see moderate to light supplies of this commodity, and markets are expected to remain tight throughout the week as demand continues to exceed available supply. Overall quality remains good, with only slight seeding being reported. As a result, all value-added items for this commodity are expected to remain elevated for at least the next few weeks.

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 currently available, primarily peaking on 48ct fruit, and are shipping out of Riverside and the San Joaquin Valley.

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



Citrus (Lemons)

ALERT

District 1 (San Joaquin Valley) is currently supporting District 2 (Oxnard/Ventura County), which has become the primary growing region. In this coastal production area, sizing is peaking on 115s, 95s, and 140s, with approximately 70% choice and 30% fancy due to growing conditions. Markets remain extremely tight on 165s and smaller lemons.

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



Citrus (Limes)

The lime market is easing after months of high prices, with further stabilization expected in the coming weeks and a larger drop likely after Cinco de Mayo. Quality and shelf life are good as new crop comes online. Small sizes (230s/200s) are peaking and offer the best value, while larger sizes (110s/150s) will remain tight into early summer. Colombia and Peru are expected to exit by late May due to unfavorable market conditions.

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



Citrus (Oranges)

ALERT

The California Navel crop is heavily skewed toward larger sizes, peaking on 56ct and 72ct fruit. Small sizes (113ct and 138ct) are very limited and expected to stay tight through the rest of the Navel season and into the Valencia transition, which may begin in the next few weeks. Flexibility on size will be necessary, with substitutions into larger fruit likely as suppliers maintain contract averages. Please communicate these sizing constraints to schools and DOD programs and encourage acceptance of 88ct or 72ct fruit.

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



Cucumber

Mexican supply is tightening as growers exit older fields, driving prices back up to seasonal levels. Florida production remains steady, supported by favorable weather and consistent supply, keeping pricing stable. Georgia is just beginning with light volume, with promotable supplies expected by mid-May.

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

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

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Commodity Updates



Eggplant

Florida spring production is ramping up, though the market remains active for now. Mexico has yet to see the typical post-holiday dip, but it is expected soon. As supply increases, pricing should ease, positioning eggplant as a strong promotional item in 2-3 weeks.

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



Garlic

The California garlic crop is progressing well with strong quality, while Mexican supplies continue to supplement and support the California harvest.

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



Grapes

South American import markets have leveled off and are expected to remain steady through the final couple of weeks of the season. Mexico has begun very light shipments of both red and green grapes at pricing well above Chilean fruit, while domestic grapes from Coachella are just starting in limited volume at even higher prices than Mexico. As additional growing regions ramp up, all markets are expected to soften.

Grapes (Green)

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

Grapes (Red)

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



Green Onions

Green onion supplies remain good overall, with availability expected to stay steady into next week, weather permitting as temperatures fluctuate.

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



Kale

Kale supplies and quality remain mostly good, with expectations for steady conditions to continue 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

The market remains very active and is expected to stay that way for at least the next few weeks, with demand continuing to exceed industry-wide supplies. Common quality issues include outer leaf discoloration, lighter weights, and misshapen heads. Value-added items will remain elevated across all processors. Production is currently coming out of the Salinas Valley and Southern California, with Mexico contributing light volumes as well.

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



Lettuce Leaf

ALERT

Romaine, along with green and red leaf, has tightened industry-wide, with escalated pricing now in effect on all value-added leaf items. Availability is expected to remain limited over the next few weeks. Romaine hearts are also in short supply across all shippers, with lighter weights and smaller bunch sizing anticipated. Light fringe burn has been reported as well.

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



Lettuce Tender Leaf

Tender leaf items such as spinach, cilantro and arugula continues to be in good supplies. Baby Kale is currently on the tighter side with lower than expected crop yields and slower crop growth.

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 currently available in California, Texas, Florida, and the Northeast. Pricing has stabilized as retail ad activity winds down. Mexican cantaloupes are also available, with domestic production expected to begin in May.

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 currently available, both offering excellent quality.

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



Melon (Watermelon)

Supply out of Mexico has improved and pricing has returned to more normalized levels. Additional deals are expected as domestic watermelon production comes online.

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



Mushroom

Supplies and availability are currently excellent.

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



Onions



PNW onion supplies are nearly finished, with a warm winter leading to quality concerns that brought the season to an early close. Texas onion availability is limited due to recent rainfall over the past two weeks. California is now the primary source, focusing on contract fulfillment while inventory builds.

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 continues to gradually rise in price. Bartletts are finished, easing pressure on the Anjou market. Red pears are in adequate supply, and Bosc pears are plentiful. New crop California Bartletts are projected to start 2-3 weeks early and may be available in June.

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

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

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Commodity Updates



Pineapples

ALERT

The pineapple market is steady but remains tight due to earlier rainfall and planting gaps. With Mother's Day approaching, demand is expected to increase, keeping conditions tight. Contract orders continue to receive priority. Larger sizes (6 and 7 count with crowns) are becoming more available, while 8 count crowned fruit remains steady. Crownless 8 and 10 count sizes are still limited, and organic pineapples continue to be in short supply.

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



Potatoes

Supply and demand are balanced, with deals available on 40-50ct and #2s, while smaller sizes are tight. Burbank and Norkotah potatoes are available, with Washington quality strong and peaking on mid-sizes. Florida colored potatoes are limited due to freeze damage. Trucking costs are impacting the market with higher fuel prices. Yellow potatoes are tight, reds are more available, and North Carolina sweet potatoes remain limited until new crop.

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



Squash

Mexico supply has dropped sharply, leading to very tight availability, especially in the West. Florida production is solid, but prices remain elevated due to strong demand and reduced Mexican supply. Georgia is ramping up quickly, with increasing volumes expected to help ease market conditions soon.

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



Stone Fruit

New crop peaches and apricots have begun in California, with nectarines expected to follow next week and plums starting by the end of May. Kiwi supplies remain tight due to a slow start from Chile.

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



Tomatoes

ALERT

Supply remains tight in both Florida and Mexico, with round and vine-ripe tomatoes extremely limited, especially in the West, where availability is nearly nonexistent. Romas are carrying most of the demand, adding pressure and keeping that category very snug. Grape and cherry tomatoes are available but inconsistent as Nogales winds down and crossings remain limited. Overall, expect continued tight supply and limited flexibility over the next couple of weeks until new regions come online.

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

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

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Weather Updates



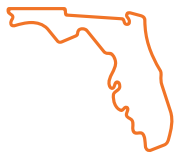
CALIFORNIA

Temperatures will steadily warm through the rest of the week as high pressure strengthens. Wednesday morning lows will range from the mid-30s to low 40s south of King City and the low to upper 40s elsewhere, with daytime highs in the mid-60s to low 80s. Conditions peak on Friday, with lows in the low 40s to mid-50s and highs reaching the mid-60s to low 90s. A weak system moves in Sunday, deepening the marine layer and bringing temperatures back closer to seasonal norms.



MEXICO

Warm temperatures are expected with only minor day-to-day changes across most areas. Shower activity will remain isolated, with rainfall amounts generally ranging from a trace to 0.20". Highs will run in the low 80s to low 90s, with lows in the upper 50s to mid 60s through the weekend.



FLORIDA

Warm temps into Saturday. By late Saturday into Sunday cooler and wetter weather is more likely to overtake the state as a cold front pushes southward into the area. Early rainfall estimates are averaging near 0.50" to 1.00" for a good portion of the Florida peninsula.



ARIZONA

Models are showing good consistency with an approaching low-pressure system moving into northern Baja, directing most moisture south of the forecast area into north Sonora. A small chance of light rain exists near Scottsdale Wednesday night into Thursday afternoon, otherwise dry conditions are expected through the weekend. Highs will range from the mid-80s to low 90s Wednesday and Thursday, warming into the 90s by Friday with lows near 100s around Thermal. Morning lows will also trend warmer, rising from the mid to upper 50s Wednesday into the mid to upper 60s by Sunday.

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

Freight Updates



Freight this week continues to see shipper delays due to slower harvest times, and leftover effect of rain from last week. We are still expecting the freight market to be affected by these delays and will likely continue into May



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

	04/13/26	04/20/26	04/27/26	Change from		
				2 year ago	year ago	week ago
U.S.	5.608	5.403	5.351	↑ 1.404	↑ 1.837	↓ -0.052
East Coast (PADD1)	5.674	5.494	5.425	↑ 1.400	↑ 1.840	↓ -0.069
New England (PADD1A)	6.024	5.862	5.834	↑ 1.525	↑ 1.926	↓ -0.028
Central Atlantic (PADD1B)	5.996	5.924	5.843	↑ 1.609	↑ 2.037	↓ -0.081
Lower Atlantic (PADD1C)	5.518	5.297	5.229	↑ 1.310	↑ 1.759	↓ -0.068
Midwest (PADD2)	5.382	5.165	5.131	↑ 1.249	↑ 1.675	↓ -0.034
Gulf Coast (PADD3)	5.310	5.069	5.012	↑ 1.355	↑ 1.829	↓ -0.057
Rocky Mountain (PADD4)	5.256	5.213	5.270	↑ 1.483	↑ 1.800	↑ 0.057
West Coast (PADD5)	6.822	6.620	6.530	↑ 1.905	↑ 2.306	↓ -0.090
West Coast less California	6.183	6.010	5.926	↑ 1.816	↑ 2.149	↓ -0.084
California	7.559	7.325	7.228	↑ 2.012	↑ 2.488	↓ -0.097

*prices include all taxes

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

Crop Updates



Markets Stay Tight as Pressure Builds

There's a lot moving right now, and not much of it is easing up.

Romaine is starting to tighten in Salinas. Growth has been slow, and both field pack and processed supplies are coming in lighter than expected. On top of that, we're seeing demand shift out of iceberg and into romaine, which is adding pressure. Seeder is still an issue and will continue to limit yields over the next couple of weeks.

Iceberg isn't giving us much relief either.

Fields are dealing with Sclerotinia, which is cutting yields and tightening supply. Processors are also stepping into the open market to cover shorts, which is pulling product away from the fresh side and keeping things volatile.

Broccoli and cauliflower are in the same boat. Cooler weather and recent rain slowed things down, and harvests haven't caught back up yet. Yields are lighter, demand is steady, and markets are staying elevated.

Even the light rain over the weekend had an impact.

Salinas, Watsonville, Santa Maria, and Oxnard all saw some moisture. Not a big storm, but enough to slow crews down. When that happens, harvest gets more selective, and yields drop. We're expecting 10–15% less production short term, and with cooler weather this week, things aren't going to bounce back right away.

If there's a slight advantage anywhere, Santa Maria has a little more availability than other regions, but still below normal.



Crop Updates



Asparagus is still extremely tight.

Sonora is wrapping up, Baja is just getting started, and it's not nearly enough to cover near-term demand, especially with Mother's Day coming. Domestic production is late, and frost hasn't helped. Peru is filling in, but quality has been hit or miss and freight is tight.

Bottom line, not much relief here until mid- to late May.

Tomatoes continue to be one of the toughest spots in the market, especially rounds.

Mexico remains extremely tight on round tomatoes due to recent weather and reduced acreage, keeping prices elevated. Florida is starting to help, with Central production getting underway and expected to build this week, while South Florida winds down. That should bring some gradual relief, but not immediately.

Romas are tightening as well, especially out of Florida as growers move into later picks. Demand has picked up as buyers look for substitutes for rounds, keeping markets firm. Mexico remains limited, though new production out of Jalisco and Baja is starting to come online and should build over the next few weeks.

Grape and cherry are the only ones showing some improvement. Florida and Baja are adding volume, quality is good, and markets have started to ease. That trend should continue into May.

With Mother's Day around the corner, the Central Coast is basically one weather event away from getting even tighter.

We've got weather, disease pressure, and transition gaps all hitting at once. Supply is tight, markets are elevated, and flexibility is going to matter over the next few weeks.

