

The Source

Commodity of the Month - Tender Leaf

MARKET ALERTS

Asparagus: Asparagus supplies remain tight, keeping prices elevated. Mexico and Peru face ongoing supply and quality issues, while arrivals fell 10% to 70 FCL, further tightening the market.

Citrus (Lemons): Lemon supplies remain tight, keeping prices firm. District 2 is in full production, with offshore fruit becoming available.

Citrus (Oranges): California Valencias are heavy to larger sizes, with 113ct and 138ct very limited. Flexibility on sizing will be needed, with 72ct and 88ct recommended.

Onions: Onion prices remain elevated due to lower yields and freight costs. Supplies will stay tight until Pacific Northwest new crop arrives.

Pineapple: Pineapple supplies will tighten through early November, with limited open-market availability. Crownless and organic fruit remain very tight.

Potatoes: Potato supplies are tightening, especially large sizes, with lead time needed. Washington has good quality but tight large/small sizes, while Florida yellows and North Carolina sweet potatoes remain limited.

Strawberries: Strawberry supplies remain very tight through August, with demand exceeding availability. Santa Maria production starts next week, followed by Baja and Central Mexico in September.

AUGUST 12, 2026

CROP UPDATES

Washington is taking the lead as the new apple crop gets underway, with Galas starting now and Honeycrisp following soon. Markets are expected to remain elevated as demand shifts west due to Northeast weather issues. Stay flexible on variety and sizing as Washington volume builds through September. [Read more](#)

WEATHER

California: Cooler-than-average weather is expected through the weekend, with temperatures returning near normal Sunday.

Mexico: Isolated showers and thunderstorms are possible through the weekend, with seasonably warm temperatures continuing through August 16.

Florida: Warm and humid conditions will continue through the weekend, with isolated to scattered showers and thunderstorms. Highs will remain in the 90s with lows in the 70s to low 80s.

Arizona: Showers and thunderstorms will taper by Thursday, with dry conditions returning Friday. Temperatures will remain near seasonal norms through Saturday, with slight warming Sunday.

FREIGHT

Freight this week continues to remain steady. We anticipate this pattern to remain consistent for at least the next few weeks.

PRO*FRESH
LOGISTICS

IN PEAK SEASON

- Raspberries
- Grapes
- Carrots
- Stone Fruit



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Commodity Updates



Apples

School demand and limited availability are putting upward pressure on the apple market. Reds, Golds, and Grannys are all seeing higher prices. Fujis and Pinks are mostly steady, but supplies remain light. Gala is the bright spot, with the new crop harvest underway and the market remaining stable.

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



Asparagus

ALERT

Asparagus supply remains tight, keeping prices elevated despite steady demand. Mexico continues to face quality issues, while Central Mexico is expected to finish within two weeks. Peru is also seeing significant supply and quality challenges, with strong demand from Asia and Europe adding pressure. Container arrivals fell 10% this week to 70 FCL, further tightening the market.

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 higher on 48ct and larger, while 60ct and 70ct are lower, with Flora Loca currently the main crop. Dry matter/oil content is around 24%, resulting in a longer ripening time compared to the current end-of-season Negra crop. California and Peru are also producing.

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



Bell Peppers

California markets remain soft, with steady production, light demand, and pressure from lower East Coast pricing. East Coast supplies are currently strong, but recent heavy rains and heat are expected to impact quality and yields in the coming weeks.

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

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

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Commodity Updates



Berries (Blackberries)

Blackberry markets remain unchanged from last week, with steady supplies from California, CEMEX, and Oregon. Demand remains light.

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

The PNW and Michigan are nearing the end of production, with September marking the end of most U.S. production. Peruvian and Mexican production should begin to dominate the market by mid-September.

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

Strong supplies are coming from Baja and CEMEX, while California production is beginning to increase with warmer temperatures.

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

ALERT

Strawberry demand currently exceeds supply, with very limited open-market fruit as shippers focus on contracts and existing commitments. This tight market is expected to continue through August as Salinas and Watsonville experience a short production gap caused by July's heat. Santa Maria production should begin next week, with Baja and Central Mexico expected to start in September.

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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Commodity Updates



Broccoli

Broccoli supplies remain tight as recent fields come forward while shippers transition to younger fields. Expect the market to strengthen heading 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 steady with overall good quality. Expect the market to increase slightly as demand begins to pick up.

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 good sizing and strong availability across all carrot pack sizes.

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 are very good across all growing areas this week. Expect the market to remain 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

The market remains unchanged and is expected to stay steady throughout the week. Supplies are consistent from Northern and Southern California, with increased production of smaller sizes. All sizes should be available to meet demand, and some shippers are flexing. Quality is generally good, with minor seeder issues reported industry-wide. Insect pressure remains minimal but is still being seen sporadically.

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 are available, peaking at 48ct, with shipments coming out of Riverside and the San Joaquin Valley.

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

ALERT

The lemon market remains elevated due to limited availability and strong demand. Supplies are expected to stay tight, keeping prices firm in the near term. Offshore fruit is becoming available on both coasts, while District 2 (Ventura County/Oxnard) is in full production and supplying the majority of the fruit.

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

Lime crossings remain steady. Supply is expected to remain stable over the next three weeks before tightening, with weather continuing to impact U.S. No. 1 yields. As Mexican production declines, Colombian imports will help supplement supply, while Peru's new season begins in September/October.

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

ALERT

The California Valencia crop is heavily weighted toward larger sizes, with production peaking on 56ct and 72ct fruit. Small sizes, particularly 113ct and 138ct, are extremely limited and expected to remain tight through the end of the season. Flexibility with size and grade will be necessary to maintain consistent coverage, with substitutions to larger sizes likely. Suppliers will continue to manage supply around contract size averages. Please communicate these sizing constraints to schools and DOD programs and encourage acceptance of 88ct or 72ct fruit.

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

Markets remain mostly steady, with ample promotional opportunities despite slightly lighter Baja production. New York volume ramps up this week with excellent quality, while local Midwest supplies continue to increase.

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

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Commodity Updates



Eggplant

New Jersey production has increased, easing the market, while California remains steady with improved supply. Promotable volume from the East Coast and Midwest 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

We are now in the new 2026 California crop, which is expected to continue through late September.

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 mostly steady. Early varieties, including Flames and Sugraones, are nearly finished, while summer varieties such as Krissy and Timpson are reaching full production. Most shippers are peaking on Large and Extra Large sizes across red and green seedless varieties. Barring significant weather issues, the market should remain steady, with excellent availability and promotable 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

Green onion supplies remain good 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 mostly good, with conditions expected to stay steady 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

Supplies are plentiful across both Northern and Southern California, with shippers flexing and encouraging promotions. Load volume is available, with good weights and sizing. With schools starting across the country, this is an excellent time to promote, and no offer is unreasonable. Strong production is expected to continue through at least this week.

Commodity/Region Supply Price Quality

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



Lettuce Leaf

Strong supplies of romaine, green leaf, and red leaf are expected throughout the week, with the best availability coming from the Salinas Valley. Weights and sizing should be above average, while romaine hearts are also in excellent supply with good pricing across all packs. Minimal fringe burn is being reported. Promote all leaf items, as shippers continue to flex for volume orders.

Commodity/Region Supply Price Quality

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

Spinach, arugula, and spring mix supplies are very good for normal business, with good overall quality.

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 loading from Central California as we transition to new fields in the "Westside region." Product has been peaking on 9ct with good supplies and deals available on the new fruit.

Commodity/Region Supply Price Quality

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 shipping from Central California as we transition to new fields in the Westside region. Fruit is peaking on 5ct, with good supplies and promotional opportunities available on the new crop.

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 come off the holiday ADS. Supplies are available from California, the Southeast, and Texas.

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, expect prices to increase as demand continues to exceed available supplies.

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

ALERT

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

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 packing and have begun shipping, while the California Bartlett season is running 2-3 weeks ahead of normal. Some Delta shippers have already finished harvest, with only a couple weeks of Bartlett shipping remaining, while the Mountain District has begun harvesting.

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

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Commodity Updates



Pineapples

ALERT

Pineapple supplies are expected to tighten significantly by the end of August and remain limited through early November. Contract orders should remain covered, but open-market availability will be tight. 6ct and 7ct crowned fruit are improving, while crownless 8ct and 10ct and organic pineapples remain very tight.

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

ALERT

Large potato sizes are tightening as the season progresses, with lower pack-outs and storage issues reducing availability. Lead time will be needed to secure product. Washington potatoes are showing great quality, peaking on mid sizes, while large and smaller sizes remain tight. Florida colored potatoes have another week or two, with yellows tight and reds in better supply. North Carolina sweet potatoes will remain limited until new crop.

Commodity/Region	Supply	Price	Quality
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Idaho Falls, Idaho (August-July)	Steady	\$\$\$	Good
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Pasco, Washington (August-July)	Steady	\$\$\$	Excellent
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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 seeing strong production with promotable volumes, though August heat could tighten Western supplies.

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

Peaches, plums, and nectarines are all in full production. Peach and nectarine sizing has improved significantly, with very limited small fruit available. Small plums remain plentiful and attractively priced, offering excellent value. The Chilean kiwi market has strengthened on lighter supplies and will remain the primary source until California production resumes in October.

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

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

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

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Weather Updates



CALIFORNIA

A trough passing north Wednesday will deepen the marine layer and bring cooler-than-average temperatures through the end of the week. Morning lows will range from the mid-40s to low 60s, with daytime highs in the mid-60s to upper 60s near the coast, mid-70s to low 80s in the Santa Clara Valley and Soledad, and low 80s to low 90s south of Soledad. High pressure strengthens Sunday, bringing temperatures back near average.



MEXICO

Isolated showers and thunderstorms are possible through the weekend, with rainfall generally around 0.05–0.30”, though higher totals are possible with thunderstorms. Temperatures will remain seasonably warm through August 16, with highs in the low 70s to low 80s and lows in the mid-50s to low 60s.



FLORIDA

Warm and humid conditions will continue through the weekend, with isolated to scattered showers and thunderstorms possible over the next five days. Winds should remain near or below 15 mph through Friday in Southeast Florida and the Tampa Bay area. Highs will stay in the low to upper 90s, with morning lows mainly in the mid-70s to low 80s through Sunday.



ARIZONA

Showers and thunderstorms will continue across central Arizona and parts of Yuma County Wednesday, shifting mostly east of Yuma County Thursday before dry conditions return Friday. Temperatures will remain near seasonal norms through Saturday, with highs in the upper 90s to mid-100s and lows in the mid-70s to mid-80s. Slight warming returns Sunday, with winds easing from 20–25 mph gusts Wednesday–Thursday to 15–18 mph Friday.

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



Freight Updates

Freight this week continues to remain steady. We anticipate this pattern to remain consistent for at least the next few weeks.



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

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

	07/27/26	08/03/26	08/10/26	Change from		
				2 year ago	year ago	week ago
U.S.	5.313	5.348	5.257	↑ 1.553	↑ 1.503	↓ -0.091
East Coast (PADD1)	5.354	5.299	5.193	↑ 1.415	↑ 1.436	↓ -0.106
New England (PADD1A)	5.518	5.549	5.514	↑ 1.456	↑ 1.529	↓ -0.035
Central Atlantic (PADD1B)	5.579	5.587	5.535	↑ 1.574	↑ 1.593	↓ -0.052
Lower Atlantic (PADD1C)	5.255	5.168	5.034	↑ 1.353	↑ 1.368	↓ -0.134
Midwest (PADD2)	5.196	5.262	5.181	↑ 1.500	↑ 1.434	↓ -0.081
Gulf Coast (PADD3)	5.087	5.141	5.044	↑ 1.673	↑ 1.647	↓ -0.097
Rocky Mountain (PADD4)	5.141	5.285	5.271	↑ 1.574	↑ 1.495	↓ -0.014
West Coast (PADD5)	6.067	6.130	6.033	↑ 1.724	↑ 1.541	↓ -0.097
West Coast less California	5.545	5.623	5.526	↑ 1.613	↑ 1.378	↓ -0.097
California	6.670	6.716	6.618	↑ 1.855	↑ 1.729	↓ -0.098

*prices include all taxes

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



Crop Updates

Washington Takes the Lead 8-11

Apple season is starting to take shape, and Washington will be carrying even more weight than usual this year. Cold and wet weather disrupted parts of the Northeast growing season, which means more program demand is expected to lean west as schools and retail fall sets begin to build.

New crop Galas will be the first major variety to watch. Availability should begin in early to mid-August depending on the shipper, with Honeycrisp following shortly behind. From there, the crop will continue to build into September with Granny Smith, Golden Delicious, Fuji, Red Delicious, and other fall varieties coming online. Early fruit will help bridge the gap, but overall relief will take time as each variety starts, colors, packs, and settles into volume.

Sizing is still a mixed story. Some growers are reporting smaller sizes on early Galas, while others are expecting a larger overall profile once the broader Washington crop gets rolling. That makes it too early to call the season one way or the other. The safest approach will be to stay flexible on size and variety as the first picks come through the system.

Markets are expected to remain elevated as customers look to Washington for coverage and the Northeast works through weather-related challenges. School demand will add another layer, especially on smaller, pouch-friendly, and lunchbox-style fruit. As new crop volume builds, we should get a clearer picture on size, color, pressure, and overall pack-outs.

Galas and Honeycrisp will get the season moving, but Washington will need time to build into full fall volume. Lead time, variety flexibility, and a willingness to adjust sizing will be the best way to stay covered as the new crop apple season gets underway

