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Produce Market Update

Stay informed with the latest insights on produce availability, market trends, and quality updates across key growing regions.

October 1, 2025

Vegetables

Brussels Sprouts

Supply is limited due to insect damage, decay, and smaller sizing in Salinas and Oxnard.

Celery

Markets are active across the board. Large sizes, especially 24-counts, are tight. Slight seeder is present, but overall quality is above average. Supplies are moderate to light this week.

Broccoli

Tight availability caused by pin-rot and insect pressure. Expect a firmer market next week.

Cauliflower

Limited supply continues, with a slight market increase anticipated.

Asparagus

Mexican asparagus is tight due to weather and demand. Baja's production is down, while Sonora is expected to stabilize by mid-October. Peru is facing shipping delays. Supply should ease by mid-month.



Fruits

Strawberries

Supply is recovering after recent weather disruptions. Oxnard production is increasing and expected to improve by week's end.

Oranges

Valencia oranges are peaking at 72-counts with three weeks remaining. School demand is tightening smaller sizes and pushing prices up. Navel oranges begin mid-October.

Lemons

Strong market conditions persist. Ventura/Oxnard volumes are declining, and small sizes (140ct and under) are limited. Light production is starting in CA Desert and AZ. Imports are down compared to last year.

Bananas

Stable supply and strong quality continue, despite rising school demand.

Pineapples

Watchlist: Expect very limited supply over the next 14 months due to drought and acreage loss in Central America. Quality and taste remain good, but flexibility in sizing will be key.

Table Grapes

California is in peak production. Flames, Sugraones, and Ivory varieties show stable supply and quality.

Avocados

Markets remain steady with excellent quality. U.S. volume reached 51.8M pounds last week, up 18% from the prior week. Jalisco leads Mexico's shipments, while California's harvest is tapering off. Peru and Colombia are shifting focus to the EU, with limited U.S. arrivals expected later this fall.

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