

MARKET BEET

MID-JULY 2026

WEATHER

EAST COAST

THE GEORGIA GROWING REGION CAN EXPECT A CLOUDY WEEK WITH SHOWERS EXPECTED THROUGHOUT. HIGH TEMPERATURES WILL HANG OUT IN THE LOW 90S, AND LOWS IN THE LOW 70S.

WEST COAST

THE GROWING REGION OF CALIFORNIA WILL SEE A WARM, SUNNY, AND DRY WEEK, WITH HIGH TEMPERATURES RANGING FROM THE HIGH 90S TO LOW 100S, AND LOWS IN THE LOW 70S.

MEXICO

MEXICO'S GROWING REGION IS EXPECTING A CLOUDY WEEK WITH STORMS THROUGHOUT. HIGHS WILL HOVER AROUND THE HIGH 70S AND LOW 80S, WITH IN THE LOW 60S.

FRUIT



AVOCADOS

THE AVOCADO MARKET IS STABILIZING AS CROPS PICK UP PRODUCTION AND QUALITY IMPROVES.



CITRUS

THE **LIME** MARKET SKEWS SMALLER BUT QUALITY IS GOOD AND SUPPLY IS STEADY. **LEMONS** ARE EXTREMELY TIGHT AND FAVORS SMALLER SIZES. **ORANGES** ARE TIGHT AND QUALITY IS FAIR. CONSIDER SUBSTITUTING WITH LARGER SIZES.



PEARS

PEARS HAVE IMPROVED IN VOLUME AND ARE OF GOOD QUALITY.

STONE FRUIT

PEACHES AND **NECTARINES** FAVOR LARGER SIZES. **CHERRIES** HAVE PICKED UP AND ARE GOOD QUALITY.



BERRIES

THE **STRAWBERRY** MARKET IS STEADY BUT QUALITY IS FAIR DUE TO HEAT. **BLACKBERRIES** AND **RASPBERRIES** ARE SEEING AN INDUSTRY-WIDE SHORTAGE. **BLUEBERRIES** ARE IMPROVING, BUT WEATHER PRESSURES MAY IMPACT QUALITY.



GRAPES

BOTH **RED** AND **GREEN** GRAPES HAVE IMPROVED TO HIGH SUPPLY AND EXCELLENT QUALITY.

PINEAPPLE

PINEAPPLES ARE IMPROVING IN VOLUME BUT ARE STILL TIGHT. QUALITY REMAINS GOOD AND PRICING IS STABLE. CONSIDER SIZING FLEXIBILITY.

WATERMELON

THE WATERMELON MARKET IS STEADING IN BOTH SUPPLY AND PRICE. CONSIDER SIZING FLEXIBILITY.



INDICATES INCREASE



STEADY



INDICATES DECREASE



MARKET BEET

MID-JULY 2026

VEGETABLES



ASPARAGUS

THE ASPARAGUS MARKET IS TIGHT, IMPACTING PRICE. SUPPLY IS LIGHT, AND QUALITY IS FAIR.



BELL PEPPERS

THE BELL PEPPER MARKET IS TIGHT AS NEW CROPS BEGIN. QUALITY REMAINS GOOD.



BROCCOLI

BROCCOLI AND BROCCOLINI HAVE IMPROVED IN QUALITY, BUT SUPPLY IS WORKING TO MEET DEMAND.

BRUSSELS SPROUTS

BRUSSELS SPROUTS ARE SLIGHTLY LIMITED BUT IMPROVING IN SUPPLY AND QUALITY IS GOOD.



CARROTS

THE CARROT MARKET IS STEADY IN SUPPLY AND OF EXCELLENT QUALITY.



CAULIFLOWER

CAULIFLOWER SUPPLY HAS IMPROVED BUT ARE STILL LIGHTER AND QUALITY IS GOOD.



CELERY

THE CELERY MARKET IS STEADY IN SUPPLY AND QUALITY REMAINS GOOD.

CORN

THE CORN MARKET IS TIGHTER ON THE EAST COAST BUT QUALITY IS GOOD.



LETTUCE

ROMAINE AND ROMAINE HEARTS ARE TIGHTER IN SUPPLY AND QUALITY IS FAIR. TENDER LEAF IS STEADY. THE ICEBERG MARKET IS IMPROVING AND QUALITY IS FAIR.



ONIONS

ONIONS ARE STEADYING AND QUALITY IS GOOD.



TOMATOES

TOMATOES ARE IMPROVING IN SUPPLY AND QUALITY, BUT MAY SEE QUALITY INTERRUPTIONS FOLLOWING HEAVY RAIN. CONSIDER SIZING FLEXIBILITY.

POTATOES

POTATOES ARE IN FAIR QUALITY WITH PRESSURE BRUISING PRESENT, WHILE SUPPLY SKEWS SMALLER. CONSIDER SOME LEAD TIME.



INDICATES INCREASE



STEADY



INDICATES DECREASE

