

# MARKET BEET

EARLY JULY 2026



MODERATE DROUGHT

## WEATHER

### EAST COAST

THE GEORGIA GROWING REGION CAN EXPECT A HOT AND PARTIALLY CLOUDY WEEK WITH A CHANCE OF SHOWERS. HIGH TEMPERATURES WILL HOVER IN THE MID- TO HIGH 90S, AND LOWS IN THE MID-70S.

### WEST COAST

THE GROWING REGION OF CALIFORNIA WILL SEE A WARM AND DRY WEEK, WITH HIGH TEMPERATURES IN THE MID- TO HIGH 90S, AND LOWS IN THE 60S.

### MEXICO

MEXICO'S GROWING REGION IS EXPECTING A CLOUDY WEEK WITH SHOWERS THROUGHOUT. HIGHS WILL HANG OUT IN THE MID-80S AND LOWS WILL BE IN THE LOW 60S.

## FRUIT

### AVOCADOS

THE AVOCADO MARKET IS PICKING UP WITH THE NEW FLOR LOCA HARVEST, WITH POSSIBLE QUALITY INTERRUPTIONS. EXPECT IMPROVEMENTS AS THE SEASON CONTINUES.

### ↑ \$ CITRUS

THE **LIME** MARKET SKEWS SMALLER BUT QUALITY IS GOOD. **LEMONS** ARE EXTREMELY TIGHT WITH RELIEF EXPECTED IN JULY. **ORANGES** ARE TIGHT AND QUALITY IS FAIR. CONSIDER SUBSTITUTING WITH LARGER SIZES. **GRAPEFRUIT** HAS STARTED OUT OF CA.

### ↑ \$ PEARS

PEARS ARE TIGHTENING, WITH BARTLETTS AND BOSCS SEEING A SUPPLY GAP UNTIL HARVEST IN AUGUST.

### STONE FRUIT

**PEACHES**, **NECTARINES**, AND **PLUMS** HAVE IMPROVED IN SUPPLY. **APRICOTS** HAVE WRAPPED UP. **CHERRIES** HAVE PICKED UP, WITH A SHORT SEASON EXPECTED.

### ↑ \$ BERRIES

THE **STRAWBERRY** MARKET CONTINUES TO STABILIZE AND QUALITY IS GOOD. **BLACKBERRIES** AND **RASPBERRIES** ARE SEEING AN INDUSTRY-WIDE SHORTAGE. **BLUEBERRIES** ARE MORE LIMITED AS CROP REGIONS TRANSITION TO PNW.

### GRAPES

**RED** GRAPES ARE IN GOOD SUPPLY AND QUALITY. **GREEN** GRAPES ARE SLIGHTLY LIGHTER BUT STILL OF GOOD QUALITY.

### ↑ \$ PINEAPPLE

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

### ↑ \$ WATERMELON

THE WATERMELON MARKET IS VERY TIGHT AND SUPPLY SKEWS SMALLER. EXPECT POSSIBLE QUALITY CHANGES. RELIEF EXPECTED IN A FEW WEEKS.



↑ \$ INDICATES INCREASE



STEADY

↓ \$ INDICATES DECREASE



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## VEGETABLES

### ASPARAGUS

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

### BROCCOLI

BROCCOLI AND BROCCOLINI HAVE IMPROVED IN QUALITY AND SUPPLY.

### CARROTS

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

### CELERY

THE CELERY MARKET HAS IMPROVED IN BOTH QUALITY AND SUPPLY.

### LETTUCE

ROMAINE AND ROMAINE HEARTS ARE STEADY IN SUPPLY AND QUALITY IS FAIR. TENDER LEAF IS STEADY. ICEBERG IS LIGHT AS QUALITY, PRICE, AND SUPPLY SEE VARIOUS PRESSURES. EXPECT POSSIBLE QUALITY ISSUES.

### POTATOES

POTATOES ARE GOOD IN QUALITY WHILE SUPPLY FLUCTUATES AS THE IDAHO SEASON ENDS, SKEWING SMALLER.

### BELL PEPPERS

THE BELL PEPPER MARKET IS PICKING UP AS SUPPLY IMPROVES, SKEWING LARGER.

### BRUSSELS SPROUTS

BRUSSELS SPROUTS ARE LIGHTER IN SUPPLY DUE TO INSECT PRESSURE AND QUALITY IS FAIR.

### CAULIFLOWER

CAULIFLOWER SUPPLY HAS IMPROVED AND QUALITY IS GOOD.

### CORN

THE CORN MARKET MAY SEE A SPIKE DURING THE JULY 4TH HOLIDAY, BUT QUALITY IS GOOD.

### ONIONS

ONIONS ARE IMPROVING AS AND QUALITY IS GOOD.

### TOMATOES

TOMATOES ARE IMPROVING IN SUPPLY AND QUALITY, WITH GRAPE AND CHERRY TOMATOES SEEING LIMITED AVAILABILITY.



INDICATES INCREASE



STEADY



INDICATES DECREASE

