

MARKET BEET

LATE JULY 2026

WEATHER

EAST COAST

THE GEORGIA GROWING REGION CAN EXPECT A MOSTLY CLOUDY WEEK WITH A CHANCE OF SHOWERS THROUGHOUT. HIGH TEMPERATURES WILL BE IN THE MID-90S WITH LOWS IN THE LOW 70S.

WEST COAST

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

MEXICO

MEXICO'S GROWING REGION IS EXPECTING A MOSTLY CLOUDY WEEK WITH A CHANCE OF STORMS. HIGHS WILL HANG OUT IN THE LOW 80S, AND LOWS IN THE LOW 60S.

FRUIT

AVOCADOS

THE AVOCADO MARKET HAS STEADIED IN SUPPLY AND QUALITY IS GOOD WHILE SKEWING LARGER.

CITRUS

LIMES HAVE STEADIED AND ARE OF GOOD QUALITY. THE LEMON MARKET IS EXPECTED TO STAY LIGHT IN THE NEAR TERM AND QUALITY IS FAIR. ORANGES ARE TIGHT AND QUALITY IS FAIR. CONSIDER SUBSTITUTING WITH LARGER SIZES.

PEARS

PEARS ARE IN STEADY SUPPLY AND QUALITY IS GOOD.

STONE FRUIT

PEACHES, PLUMS, AND NECTARINES ARE GOOD IN QUALITY AND FAVOR LARGER SIZES. CHERRIES ARE GOOD IN QUALITY AND SUPPLY.

BERRIES

THE STRAWBERRY MARKET IS STEADY BUT QUALITY IS FAIR DUE TO HEAT. BLACKBERRIES ARE EASING IN AVAILABILITY AND QUALITY IS FAIR WITH GRADUAL IMPROVEMENT. RASPBERRIES CONTINUE TO IMPROVE IN SUPPLY AND QUALITY. BLUEBERRIES HAVE IMPROVED AND QUALITY IS GOOD.

GRAPES

BOTH RED AND GREEN GRAPES ARE IN PEAK SEASON, WITH HIGH SUPPLY AND EXCELLENT QUALITY.

PINEAPPLE

PINEAPPLES ARE LIMITED IN SUPPLY BUT OF GOOD QUALITY. CONSIDER SMALLER SIZES.

WATERMELON

THE WATERMELON MARKET IS STEADY IN BOTH SUPPLY AND PRICE.



INDICATES INCREASE



STEADY



INDICATES DECREASE



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VEGETABLES

ASPARAGUS

THE ASPARAGUS MARKET IS TIGHT, IMPACTING PRICE. SUPPLY IS EXPECTED TO REMAIN LIGHT THROUGH FALL, BUT OVERALL QUALITY IS GOOD.

BELL PEPPERS

THE BELL PEPPER MARKET IS STEADYING IN SUPPLY AND QUALITY REMAINS GOOD.

BROCCOLI

BROCCOLI IS STEADY IN QUALITY AND SUPPLY.

BRUSSELS SPROUTS

BRUSSELS SPROUTS HAVE STEADIED IN SUPPLY AND QUALITY IS GOOD.

CARROTS

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

CAULIFLOWER

CAULIFLOWER SUPPLY REMAINS STEADY AND QUALITY IS GOOD.

CELERY

THE CELERY MARKET IS TIGHTENING DUE TO INSECT PRESSURE, IMPACTING PRICE AND SUPPLY. QUALITY REMAINS GOOD.

CORN

THE CORN MARKET IS STEADY AND QUALITY IS GOOD.

LETTUCE

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

ONIONS

THE ONION MARKET IS TIGHT DUE TO LOWER YIELDS BUT QUALITY IS GOOD.

POTATOES

LARGER POTATOES ARE LIMITED AND WARM WEATHER HAS IMPACTED STORAGE. CONSIDER SOME LEAD TIME AND SUBSTITUTING WITH SMALLER TO MID SIZES. QUALITY IS GOOD.

TOMATOES

TOMATOES CONTINUE TO IMPROVE IN SUPPLY AND QUALITY IS GOOD.



INDICATES INCREASE



STEADY



INDICATES DECREASE

