

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 HANG OUT IN THE MID-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 LOW 100S, AND LOWS RANGING FROM THE MID-60S TO MID-70S.

MEXICO

MEXICO'S GROWING REGION IS EXPECTING A CLOUDY WEEK WITH SHOWERS THROUGHOUT. HIGHS WILL RISE FROM THE HIGH 70S TO MID-80S, AND LOWS WILL BE IN THE LOW 60S.

FRUIT

↑ \$ AVOCADOS

THE AVOCADO MARKET IS EXTREMELY TIGHT AS WEATHER PRESSURES IMPACT PRODUCTION AND QUALITY. CONSIDER FLEXIBILITY ON SIZING.

↑ \$ 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 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 AND ARE GOOD QUALITY.

↑ \$ BERRIES

THE STRAWBERRY MARKET IS STEADY AND QUALITY IS GOOD. BLACKBERRIES AND RASPBERRIES ARE SEEING AN INDUSTRY-WIDE SHORTAGE. BLUEBERRIES ARE MORE LIMITED DUE TO WEATHER PRESSURE. EXPECT PRODUCTION TO PICK UP SHORTLY.

↑ \$ GRAPES

BOTH RED AND GREEN GRAPES ARE DECLINING AS THE SEASON COMES TO AN END. EXPECT DIFFERENCES IN QUALITY.

PINEAPPLE

PINEAPPLES ARE IMPROVING IN VOLUME. 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 MID-JULY.



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, WITH SOME PRICING AND SUPPLY FLUCTUATION EXPECTED.

CARROTS

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

CELERY

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

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. CONSIDER SOME LEAD TIME.

BELL PEPPERS

THE BELL PEPPER MARKET IS TIGHTENING AS GEORGIA HARVESTS END AND THE CAROLINAS SEE WEATHER PRESSURE.

BRUSSELS SPROUTS

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

CAULIFLOWER

CAULIFLOWER SUPPLY HAS IMPROVED AND QUALITY IS GOOD.

CORN

THE CORN MARKET IS STEADY AND QUALITY IS GOOD.

ONIONS

ONIONS ARE TIGHTENING AS TEXAS AND GEORGIA HARVESTS END, IMPACTING SUPPLY. QUALITY IS GOOD.

TOMATOES

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



INDICATES INCREASE



STEADY



INDICATES DECREASE

