

MARKET BEET

MID - OCTOBER 2026

WEATHER

EAST COAST

The Georgia growing region is looking at a sunny, dry week with fluctuating temperatures seeing highs reach the low 90s, then dip back down in the 70s.

WEST COAST

The growing region of California will see a sunny and dry week, with high temperatures reaching the high 80s, and lows in the low 50s.

MEXICO

Mexico's growing region is expecting a mostly cloudy week with a chance of rain. Highs will hit the low 80s, and lows will rest in the low 60s.

FRUIT



APPLES

Supplies are light as the apple market builds with demand, putting pressure on pricing. Quality is good.



AVOCADOS

The avocado market is steady, and quality is good. Consider sizing flexibility.

BERRIES

The strawberry market is steady but quality is fair due to heat. Blackberries are improving in supply and are of good quality. Raspberries are steady and quality is good. Blueberries are steady and quality is excellent.



CITRUS

Limes are light due to crop region transition and heat are impacting volume, but quality is good. The lemon market is expected to stay light in the near term and quality is good. Oranges are tight and quality is fair, skewing larger. Consider sizing flexibility.



GRAPES

Both red and green grapes are in steady supply and of good quality.



PEARS

Pears are in steady supply and quality is good.



PINEAPPLE

Pineapples are light in supply but are of good quality. Consider sizing flexibility.

STONE FRUIT

Peaches are winding down and nectarines are finished. Small black plums are plentiful. Kiwi is improving as the season progresses.

WATERMELON

The watermelon market is winding down with cooler temperatures, but quality is still good.



Indicates Increase



Steady



Indicates Decrease

EST. 1994

ROYAL

ATLANTA · GEORGIA

royalfoodservice.com

Call
Customer
Service at
404.366.4299

MARKET BEET

MID - OCTOBER 2026

VEGETABLES

ASPARAGUS

The asparagus market is gradually improving with supplies, but weather is impacting production. Quality is good.

BROCCOLI

Broccoli is light due to insect pressure, and conditions are expected to continue. Quality is fair.

CARROTS

The carrot market is steady in supply and of excellent quality.

CELERY

The celery market is steady and quality is good.

LETTUCE

Romaine and romaine hearts are in steady supply and of fair quality. Tender leaf is steady and fair to good quality. The iceberg market is tight due to disease pressure and quality is fair.

POTATOES

Potatoes are in steady supply and excellent quality. Consider lead time and sizing flexibility.

TOMATOES

Tomatoes are light in supply as seasons transition, with improvement expected in late October. Quality is good.

BELL PEPPERS

The bell pepper market remains steady in supply and quality is good. Changing weather may affect this.

BRUSSELS SPROUTS

Brussels sprouts are tight due to insect pressure, but quality is good.

CAULIFLOWER

Cauliflower supplies are improving but insect pressure impacts yields. Expect conditions to continue in the near term.

CORN

The eastern corn market is steady in supply and quality is good, while western supplies are lighter due to insect damage.

ONIONS

Summer onions have officially ended, and storage onions are the majority of supply, skewing smaller. Quality is good to excellent.

SQUASH

Squash supplies are tight as crops transition but continue to improve as the month continues. Quality is fair to good.

 Indicates Increase
 Steady
 Indicates Decrease

EST. 1994
ROYAL
ATLANTA · GEORGIA
royalfoodservice.com

Call
Customer
Service at
404.366.4299