MARKET BEET

Llate October 2026

WEATHER

EAST COAST

The Georgia growing region is looking at a sunny, dry week with highs reaching the low 80s and lows dipping into the low 40s.

WEST COAST

The growing region of California will see a mostly sunny and dry week, with high temperatures reaching the mid-70s, and lows in the 40s.

MEXICO

Mexico's growing region is expecting a mostly sunny week with a chance of rain. Highs will hit the low 80s, and lows will fall into the high 50s.

FRUIT

APPLES

Supplies are steadying as the apple market builds with demand, but lighter supply keeps prices up. Quality is good and skews larger.

BERRIES

The strawberry remains light with heat and season transitions, affecting price due to demand. Blackberries are improving in supply and are of good quality despite recent weather. Raspberries are steady and quality is good. Blueberries are steady and quality is excellent.

GRAPES

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

PINEAPPLE

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

AVOCADOS

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

CITRUS

Limes are light but improving over the next several weeks and are good quality. The lemon market is steadying. Oranges are tight and quality is fair, skewing larger. Consider sizing flexibility.

PEARS

Pears are in steady supply and quality is good.

STONE FRUIT

As the domestic season comes to a close, plums are expected to finish in early November. Kiwi is in good supply and excellent quality.

WATERMELON

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

Indicates Increase

Steady

Indicates Decrease

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VEGETABLES

ASPARAGUS ↑$

Weather events and crop gaps keep asparagus supply light, but quality is fair to good.

BELL PEPPERS ↑$

The bell pepper market is lighter as crops transition, with improvement expected over the next two weeks. Quality is good.

BROCCOLI ↑$

Broccoli is light and quality is fair, with conditions expected to continue.

BRUSSELS SPROUTS ↑$

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

CARROTS ↗

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

CAULIFLOWER

Cauliflower supplies are improving as new fields join production, with market improvement expected over the coming weeks.

CELERY ↗

The celery market is steady and quality is good.

CORN

The eastern corn market is steady in supply and quality is good, while western supplies are light.

LETTUCE ↑$

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

ONIONS ↑$

Summer onions have officially ended, and storage onions are in steady supply. Quality is good to excellent.

POTATOES

Potatoes are in steady supply and excellent quality. Consider lead time and sizing flexibility. Sweet potatoes are lighter until the new crop picks up.

SQUASH ↑$

Squash supplies are tight as crops transition and weather changes but will continue to improve over the next few weeks. Quality is good.

TOMATOES ↑$

Tomatoes are light in supply, with varied sizing availability. Quality is fair to good.

↑$ Indicates Increase

↗ Steady

↓$ Indicates Decrease

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