

MARKET BEET

EARLY OCTOBER 2026

WEATHER

EAST COAST

The Georgia growing region is looking at a cloudy week with a chance of showers throughout. Highs will reach the low 80s and lows will dip into the low 50s.

WEST COAST

The growing region of California will see a sunny and dry week, with high temperatures reaching the low 100s, and lows in the 60s.

MEXICO

Mexico's growing region is expecting a cloudy week with a chance of storms throughout. 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, but the new crop is lighter. Quality is good. Consider sizing flexibility.

BERRIES

The **strawberry** market has improved and quality is good. **Blackberries** are light due to demand with improvement expected in mid-October. **Raspberries** are steady and quality is good. **Blueberries** are steady and quality is excellent.

CITRUS

Limes are light due to crop region transition and weather is 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

Green grapes are in lighter supply but are still good quality, with supply improvement expected in October. **Red** grapes are in high 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. **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

EARLY OCTOBER 2026

VEGETABLES

ASPARAGUS

The asparagus market is extremely light, impacting price. Expect improvement as the month progresses. 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 of 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 as seasons transition, with improvement expected in mid-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, and quality is fair.

CAULIFLOWER

Cauliflower supplies are still tight due to production gaps and insect pressure. Expect conditions to continue in the near term.

CORN

The corn market is steady in supply and quality is good.

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, with improvements expected in mid-October. Quality is fair to good.

 Indicates Increase
 Steady
 Indicates Decrease

EST. 1994
ROYAL
ATLANTA • GEORGIA
royalfoodservice.com

Call
Customer
Service at
404.366.4299