MARKET BEET

EARLY NOVEMBER 2026

WEATHER

EAST COAST

The Georgia growing region is looking at a mostly sunny week with a chance of showers. Highs will reach the high 70s, and lows will get 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, dry week. Highs will hit the mid-80s, and lows will fall into the mid-50s.

FRUIT

APPLES

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

BERRIES

The strawberry market remains light in contrast to demand and quality is fair. 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, with ample storage supply.

PINEAPPLE

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

AVOCADOS

The avocado market has increased with protests in Michoacan, but quality is good.

CITRUS

Limes are steadying in supply and skew smaller but are good quality. The lemon market is steady and quality is good. Oranges are tight and quality is fair, skewing larger. Consider sizing flexibility.

PEARS

Pears are in steady supply and quality is good, skewing larger.

STONE FRUIT

As the domestic season comes to a close, kiwi, pomegranates, and persimmons are in best supply.

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 reduced yields keep asparagus supply light and quality fair. Expect this to continue through November.

BELL PEPPERS

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

BROCCOLI

Broccoli is light and quality is fair, with conditions gradually improving.

BRUSSELS SPROUTS

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

CARROTS

The carrot market is steady in supply and 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

Storage onions are in steady supply. Quality is good to excellent.

POTATOES

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

SQUASH

Squash supplies are tighter but will continue to improve over the coming weeks. Quality is good.

TOMATOES

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

Indicates Increase

Steady

Indicates Decrease

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