

The Source

Commodity of the Month - Tender Leaf

MARKET ALERTS

Asparagus: Large sizes remain limited; Smalls and Standards more available. Supply issues in Peru and Mexico keep asparagus tight through August.

Bell Peppers: Red bells are tight and prices high; green bells are ample with good quality.

Blackberries: Supplies vary by shipper; steady volume from Mexico and California, with Oregon transfers helping fill gaps.

Broccoli: Broccoli supply and quality strong; slight market increase expected with school demand.

Brussels Sprouts: Brussels sprout supply improving; quality steady, market easing.

Citrus (Lemons): Markets strong; Ventura active. Small sizes limited, quality fair. Light offshore/Mexico volume; demand high.

Citrus (Limes): Prices rising on strong demand, rain, and crop transition. Colombian fruit steady; Mexico rising faster.

Citrus (Oranges): Valencias peaking on 88ct, sizing up. Good quality; school demand boosting 113/138ct markets.

Lettuce (iceberg): Lower yields and school demand drive strong markets. Salinas impacted by INSV; value-added lettuce prices elevated.

Lettuce Leaf: Leaf lettuce tight from Salinas; school demand and INSV push markets up. Romaine hearts limited; defects common.

Pineapple: Heavy storms in Costa Rica limit pineapples through 2025. Crownless demand high; prices up since Aug 17 due to tariffs. Mexican supplies available.

Tomatoes: Roma limited in East; steady CA and Mexico. Round tight with strong East demand. Grape supply improving; quality fair to good.

AUGUST 20, 2025

CROP UPDATES

California heat topping 100°F is stressing crews and crops. Some quality issues in broccoli, lettuce, and strawberries. Mexico and Florida also facing weather challenges. Supply steady — fast turns and cold chain remain crucial.

[Read more](#)

WEATHER

California: Moderate high pressure keeps temps near to above average through mid-next week; low passing Aug 28 brings cooler temps late month.

Mexico: Seasonal temps mid-70s to mid-80s highs, mid-50s to low-60s lows; isolated showers and storms likely through Aug 30.

Florida: Warm temps with scattered storms through Aug 29; highs low-mid 90s, lows mid-70s to low 80s. Tropical Storm Eric staying offshore.

Arizona: Near to above-normal temps next week through August. Monsoon showers mainly in eastern/central AZ, shifting west around Aug 25-26.

FREIGHT

Freight this week remains steady from all regions across the US with little issues to report. Now is a great time to get with your Pro*Fresh representative and set up a freight plan that works for you!

PRO*FRESH
LOGISTICS

IN PEAK SEASON





Table of Contents



[Apples](#)



[Citrus \(Grapefruit\)](#)



[Melon \(Cantaloupe\)](#)



[Asparagus](#)



[Citrus \(Lemon\)](#)



[Melon \(Honeydew\)](#)



[Avocados](#)



[Citrus \(Limes\)](#)



[Melon \(Watermelon\)](#)



[Bell Peppers](#)



[Citrus \(Oranges\)](#)



[Mushroom](#)



[Berries \(Blackberries\)](#)



[Cucumbers](#)



[Onions](#)



[Berries \(Blueberries\)](#)



[Eggplant](#)



[Pears](#)



[Berries \(Raspberries\)](#)



[Garlic](#)



[Pineapples](#)



[Berries \(Strawberries\)](#)



[Grapes \(Green/Red\)](#)



[Potatoes](#)



[Broccoli](#)



[Green Onions](#)



[Squash](#)



[Brussel Sprouts](#)



[Kale](#)



[Stone Fruit](#)



[Carrots](#)



[Lettuce Iceberg](#)



[Tomatoes](#)



[Cauliflower](#)



[Lettuce Leaf](#)



[Celery](#)



[Lettuce Tender Leaf](#)



Commodity Updates



Apples

The apple market is shifting from old crop to new. Fuji, Golden Delicious, Honeycrisp, Cosmic Crisp, and Pink Lady are either finished or nearly finished, while supplies of Red Delicious, Granny Smith, and Gala are rapidly declining. New crop Gala and Ginger Gold are now shipping, with Gala volumes expected to increase over the next two weeks. Honeycrisp is starting slowly but is projected to be significantly heavier than last year. September will see the arrival of fresh Granny Smith, Red Delicious, Fuji, and Ambrosia.

Commodity/Region	Supply	Price	Quality
Hudson, New York (September - June)	Steady	\$\$\$	Good



Asparagus

ALERT

Sizing remains tight on both coasts, with limited availability of Large, Extra Large, and Jumbo sizes. Smalls and Standards will be more readily available. Overall market conditions are expected to stay elevated due to constrained supply. In Peru, cooler weather is slowing growth, while Mexican production is transitioning from Central Mexico to Baja and Guanajuato, facing challenges from heat and rain. Asparagus supplies are expected to remain tight through the end of August.

Commodity/Region	Supply	Price	Quality
Caborca (Year Round)	Light	\$\$\$	Fair
Ciudad Obregon (Year Round)	Light	\$\$\$	Good
Peru (Year Round)	Light	\$\$\$	Good



Avocados

Peak sizes are currently 48ct and 60ct, with Flora Loca now the primary crop as the old crop has mostly wrapped up. Dry matter is in the mid-20s, compared to the low 30s in the previous crop, which means the new fruit will take longer to ripen. Quality is strong, with very little #2 grade fruit, typical for this time of year. The California season continues to taper off and is expected to finish in a few weeks. Offshore fruit is arriving on both coasts, but those volumes should begin to wind down next month.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
California (April - July)	Light	\$\$\$	Good



Bell Peppers

ALERT

Red bell pepper supplies are extremely tight across California, Mexico, and Canada, with strong demand keeping markets elevated through at least the next two weeks. In contrast, green bell peppers are in ample supply across California, the Midwest, and the Northeast, showing very good quality, while Mexican volumes remain seasonally low. Red bell prices remain high due to ongoing shortages.

Commodity/Region	Supply	Price	Quality
California (May - June)	Steady	\$\$\$	Excellent
Ohio (Jun - Sept)	Steady	\$\$\$	Excellent

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

Supply Partners





Commodity Updates



Berries (Blackberries)

ALERT

Supplies remain limited for some shippers, while others are seeing steady volumes out of Mexico and California. Transfers from Oregon are also helping to supplement availability and fill orders.

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

California (Year Round)	Steady	\$\$\$	Good
----------------------------	--------	--------	------



Berries (Blueberries)

The Michigan season is coming to a close, while production continues in the Pacific Northwest. The Peruvian offshore season is just getting underway, with new arrivals primarily landing on the Eastern Seaboard. Demand for domestic blueberries is strong as schools return to session, and the market is firming across all regions.

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

California (Year Round)	Steady	\$\$\$	Good
----------------------------	--------	--------	------

Dover, Florida (Year Round)	Light	\$\$\$	Fair
--------------------------------	-------	--------	------



Berries (Raspberries)

Good supplies are coming out of both Mexico and California, with steady demand maintaining balanced market conditions.

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

California (Year Round)	Light	\$\$\$	Fair
----------------------------	-------	--------	------



Berries (Strawberries)

The season is winding down in the Salinas and Watsonville areas, while Santa Maria is beginning to ramp up with new crop fruit. Ideal weather has supported production in both regions. Warmer temperatures are expected to boost output in the south but may lead to some quality issues in the northern, older crop areas. Oxnard is projected to begin harvest in 2 to 3 weeks.

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

California (Year Round)	Steady	\$\$\$	Good
----------------------------	--------	--------	------

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

Supply Partners

Driscoll's
Only the Finest Berries™



PRO*ACT
CONNECTING FARMS | EMPOWERING KITCHENS™



Commodity Updates



Broccoli

ALERT

Broccoli supplies and quality remain strong across all growing regions, with similar conditions expected to continue into next week. As schools return to session, the market is expected to see a slight upward trend.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Santa Maria, California (Year Round)	Steady	\$\$\$	Good



Brussel Sprouts

ALERT

Brussels sprout supplies continue to gradually improve, with good quality holding steady. The market is slowly easing, and similar conditions are expected to continue into next week.

Commodity/Region	Supply	Price	Quality
Mexico (December-August)	Steady	\$\$\$	Good
Oxnard / Salinas, CA (May - July) (July-Dec)	Steady	\$\$\$	Good



Carrots

Harvest has shifted to the Cuyama and Lancaster areas, where it will continue through November. This week looks more favorable as crews are accessing fields with improved sizing. There are currently no expected sizing issues, but updates will be provided if anything changes.

Commodity/Region	Supply	Price	Quality
Imperial Valley (February - May)	High	\$\$\$	Excellent
Kern County (October - Feb)	Steady	\$\$\$	Good
Various Northwest Regions (July - October)	Steady	\$\$\$	Good



Cauliflower

Cauliflower supplies remain very good across all growing regions, with quality reported as strong, though some slight yellowing is noted. The market is expected to see a modest increase as demand rises with schools returning to session.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Santa Maria, California (Year Round)	Steady	\$\$\$	Good
Salinas, CA (May - Oct)	Steady	\$\$\$	Good



Celery

This market remains steady with moderate demand. All sizes are available, with large sizing offering the greatest availability. Shippers continue to accommodate large volume orders, so promoting heavily is encouraged. Production is running above average in both Salinas and Southern California, with good quality expected throughout the week.

Commodity/Region	Supply	Price	Quality
Oxnard, California (Year Round)	Steady	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

Supply Partners





Commodity Updates



Citrus (Grapefruit)

Star Rubies are available, peaking at 48ct, and are being shipped from Riverside and the San Joaquin Valley.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Steady	\$\$\$	Good
Texas (October - April)	Light	\$\$\$	Good



Citrus (Lemons)

ALERT

Markets are strong with Ventura County/Oxnard as the only active region. Small sizes (165ct and under) remain very limited. Choice grade leads, with less Fancy available. Quality is fair, showing typical seasonal softness and scarring due to coastal conditions. Shippers are working to cull compromised fruit. Markets are higher than last summer, driven by strong demand and lower imports. Offshore and Mexican fruit arrivals are light, with Mexico expected to have reduced volume year over year.

Commodity/Region	Supply	Price	Quality
CA Desert/Yuma (October - February)	Steady	\$\$\$	Good
Oxnard/Ventura (February - September)	Light	\$\$\$	Fair
San Joaquin Valley (October - May)	High	\$\$\$	Good



Citrus (Limes)

ALERT

Prices are rising sharply and expected to climb through August due to crop transitions, heavy rains, and strong demand. Peak crop volume and quality are declining until the new harvest begins. Offshore Colombian fruit is steady with good quality, with prices rising more slowly than Mexico.

Commodity/Region	Supply	Price	Quality
Veracruz (Year Round)	Light	\$\$\$	Good



Citrus (Oranges)

ALERT

Valencias are currently peaking on 88ct and expected to size up as the season progresses. Fruit requires about 24-48 hours of gas treatment to enhance color. Brix levels are around 13, with good eating quality. School demand is increasing, driving up markets on 113ct and 138ct sizes.

Commodity/Region	Supply	Price	Quality
San Joaquin Valley (Year Round)	Light	\$\$\$	Fair



Cucumber

Supply remains steady crossing through Otay and McAllen from Baja and Central Mexico, with domestic volumes stable from North Carolina, Ohio, Michigan, and Tennessee. Overall quality is good.

Commodity/Region	Supply	Price	Quality
Baja California (May - October)	Light	\$\$\$	Good
Ohio/NC/MI/NJ (June - September)	Steady	\$\$\$	Good
Mexico (November - May)	Steady	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

Supply Partners

Sunkist FRESH LINK



Commodity Updates



Eggplant

Good availability and quality are being reported from the San Joaquin Valley.

Commodity/Region	Supply	Price	Quality
Mexico (Nov. - May)	Steady	\$\$\$	Good
California (May - October)	Steady	\$\$\$	Good



Garlic

The new California garlic crop is progressing with good quality, complemented by ongoing Mexican supplies.

Commodity/Region	Supply	Price	Quality
East Coast (Year Round)	Steady	\$\$\$	Good
Bakersfield, California (Year Round)	Steady	\$\$\$	Good
Gilroy, California (Year Round)	Steady	\$\$\$	Good



Grapes (Green / Red)

California's Central Valley is shifting from early-season Flames and Ivories to mid-season varieties. Markets are expected to rise slightly on the better August grapes. Portion-pack grapes for school programs are available from multiple shippers. Domestic grapes will be available through early December, making this a prime time to promote.

Grapes (Green)

Commodity/Region	Supply	Price	Quality
Mexico (May - June)	High	\$\$\$	Good

Grapes (Red)

Commodity/Region	Supply	Price	Quality
Mexico (May - June)	High	\$\$\$	Good



Green Onions

Green onion supplies are very good, with strong quality expected to continue into next week.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good



Kale

Kale supplies are good, with only minimal yellowing reported. The market is expected to remain steady.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Oxnard, California (Year Round)	Steady	\$\$\$	Good
Salinas, California (May - October)	Steady	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

Supply Partners





Commodity Updates



Lettuce Iceberg

ALERT

Lower yields and the start of the school season nationwide have driven strong markets across the industry. Multiple shippers in the Salinas Valley are seeing reduced yields due to INSV, with weights reported between 34-39 pounds. Pricing on value-added lettuce items has escalated to the second tier and is expected to remain high throughout the week.

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

Santa Maria, California (March-December)	Light	\$\$\$	Fair
---	-------	--------	------

Salinas, California (May - October)	Light	\$\$\$	Fair
--	-------	--------	------



Lettuce Leaf

ALERT

With schools reopening, green and red leaf lettuces, along with romaine, are seeing increased activity. Demand for romaine hearts is also stronger. Several suppliers report slight tip and fringe burn, but shippers are trimming affected areas as much as possible. Smaller sizing has led to more 30-count romaine packs. Expect markets to remain strong throughout the week.

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

Salinas, California (May - October)	Steady	\$\$\$	Fair
--	--------	--------	------



Lettuce Tender Leaf

Tender leaf supplies remain steady with consistently good quality. Similar conditions are expected into next week.

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

Mexico (Year Round)	Steady	\$\$\$	Good
------------------------	--------	--------	------

Oxnard, California (Year Round)	Steady	\$\$\$	Good
------------------------------------	--------	--------	------

Yuma, AZ (Nov. - May)	Steady	\$\$\$	Good
--------------------------	--------	--------	------



Melon (Cantaloupe)

The domestic cantaloupe market from the West Coast has stabilized. Increased supplies and lower demand have created a competitive environment. Warm weather is yielding high-quality fruit, with peak sizes at 9 and 12 count and Brix levels ranging from 13 to 16. Volume deals are currently available.

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

Central America (December - May)	Steady	\$\$\$	Good
-------------------------------------	--------	--------	------

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

Supply Partners





Commodity Updates



Melon (Honeydew)

The domestic honeydew market from the West Coast has stabilized. Improved supplies and reduced demand have created a competitive market. Warm weather is producing high-quality honeydews, peaking on 5/6 counts with Brix levels between 13 and 16. Volume deals are available.

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

Arizona (June-July) (October-November)	Steady	\$\$\$	Good
--	--------	--------	------



Melon (Watermelon)

Domestic watermelons are available in California, Kentucky, Indiana, North Carolina, and Texas. Prices are expected to remain low—especially on larger fruit—until demand picks up and supplies start to move.

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

Arizona (June-July) (October-November)	Steady	\$\$\$	Good
--	--------	--------	------



Mushroom

Mushrooms are promotable and excellent volume.

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

Nationwide	High	\$\$\$	Good
------------	------	--------	------



Onions

Onions are currently available from California, Washington, Idaho, New Mexico, and Texas. The California season will continue through August, while New Mexico is nearing its end. Demand remains strong for USA-grown onions, with red and white varieties stabilizing. Idaho and Washington onions are now in full swing.

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

Eastern Oregon/Parma, ID (August - April)	High	\$\$\$	Excellent
San Joaquin Valley (May - August)	Light	\$\$\$	Good
Tri-Cities, Washington (July - April)	High	\$\$\$	Good



Pears

Washington Bartlett pears are now in season, with volumes set to rise through August. California Bartletts remain competitively priced and will continue to impact the market in the coming weeks. California Bosc and Red pears are also available.

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

Sacramento Valley (July-September)	Light	\$\$\$	Good
Hood River, Oregon (August-July)	Light	\$\$\$	Good
Yakima, Washington (August-July)	Light	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

Supply Partners





Commodity Updates



Pineapples

ALERT

Heavy thunderstorms continue to impact growing regions in Costa Rica throughout August 2025, resulting in very limited pineapple supplies that may persist for the rest of the year. Crownless pineapples remain in high demand. Prices increased starting August 17, 2025, due to tariffs, leading to expected substitutions, cancellations, and order changes. Mexican pineapples are currently available.

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

Costa Rica (Year round)	Light	\$\$\$	Good
----------------------------	-------	--------	------



Potatoes

Idaho's 40-70 count potatoes are tight through August, with Burbank available all summer. Prices in Idaho and Colorado remain high. New crop potatoes and contracts for 2025-2026 are available, with excellent quality. Colored potatoes come from CA, ID, TX, and WA, including new crop from Idaho.

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

Idaho Falls, Idaho (August-July)	Steady	\$\$\$	Good
-------------------------------------	--------	--------	------

Pasco, Washington (August-July)	Steady	\$\$\$	Excellent
------------------------------------	--------	--------	-----------



Squash

Good supplies across many Eastern regions with fair to good quality. California production is light, but West Coast zucchini supplies are stronger. Zucchini remains the preferred choice for regular programs due to its consistency.

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

Mexico (June - September)	Steady	\$\$\$	Good
------------------------------	--------	--------	------

Ohio (June - September)	Steady	\$\$\$	Good
----------------------------	--------	--------	------

California (May - October)	Light	\$\$\$	Good
-------------------------------	-------	--------	------



Stone Fruit

Peaches, plums, and nectarines are in good supply with a stable market. Imported kiwi remains steady but priced higher, likely holding until California's season begins in October. Asian pears from Kingsburg are expected to start later this month and continue through Thanksgiving.

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

San Joaquin Valley (May-October)	Steady	\$\$\$	Good
-------------------------------------	--------	--------	------



Tomatoes

ALERT

Roma Tomatoes: Limited supply in the East; steady California volume with good sizing; moderate supply from Mexico. **Round Tomatoes:** Supplies remain tight with steady production from Virginia, California, and Baja, but strong Eastern demand is driving prices higher. **Grape Tomatoes:** Adequate supply with improving volumes from the Southeast and Mexico; quality ranges from fair to good.

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

Mexico (Year Round)	Steady	\$\$\$	Good
------------------------	--------	--------	------

California (July - October)	Steady	\$\$\$	Good
--------------------------------	--------	--------	------

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

Supply Partners





Weather Updates



CALIFORNIA

Moderate high pressure combined with marine layer conditions will keep temperatures near to slightly above average through mid-next week. A low passing just north around Thursday, August 28, will deepen the marine layer, bringing cooler temperatures near to slightly below normal through the end of the month.



MEXICO

Overall, expect mostly seasonal weather through the end of the month, with highs ranging from the mid-70s to mid-80s and lows in the mid-50s to low-60s. Isolated to scattered showers and thunderstorms are likely through August 30, according to the latest forecast trends.



FLORIDA

Warm temperatures with isolated to scattered showers and thunderstorms are expected through August 29. Temps will remain mostly above normal, with rainfall near average for late August. Highs will reach the low to mid-90s, with lows in the mid-70s to low 80s across the peninsula. Tropical Storm Eric in the Atlantic is strengthening and moving toward the US, but current models keep it far enough offshore to avoid significant impacts on the mainland.



ARIZONA

Near to above-normal temperatures are expected next week and likely through the end of August. Models show monsoon moisture and related shower activity remaining mostly over eastern and central Arizona until Monday-Tuesday, August 25-26, when it may shift slightly westward.

For more information: <https://www.ventusky.com/?p=31.4;-89.7;3&l=rain-3h>



Freight Updates

Freight this week remains steady from all regions across the US with little issues to report. Now is a great time to get with your Pro*Fresh representative and set up a freight plan that works for you!



U.S. On-Highway Diesel Fuel Prices*(dollars per gallon)

[full history](#) [XLS](#)

	08/04/25	08/11/25	08/18/25	Change from	
				week ago	year ago
U.S.	3.800	3.754	3.713	↓ -0.041	↑ 0.025
East Coast (PADD1)	3.807	3.757	3.733	↓ -0.024	↓ -0.024
New England (PADD1A)	3.992	3.985	3.969	↓ -0.016	↓ -0.050
Central Atlantic (PADD1B)	3.958	3.942	3.908	↓ -0.034	↓ -0.027
Lower Atlantic (PADD1C)	3.733	3.666	3.643	↓ -0.023	↓ -0.021
Midwest (PADD2)	3.792	3.747	3.702	↓ -0.045	↑ 0.028
Gulf Coast (PADD3)	3.442	3.397	3.340	↓ -0.057	↓ -0.015
Rocky Mountain (PADD4)	3.793	3.776	3.757	↓ -0.019	↑ 0.107
West Coast (PADD5)	4.540	4.492	4.455	↓ -0.037	↑ 0.161
West Coast less California	4.188	4.148	4.094	↓ -0.054	↑ 0.189
California	4.946	4.889	4.871	↓ -0.018	↑ 0.132

*prices include all taxes

For more information: <https://www.eia.gov/petroleum/gasdiesel/>



Crop Updates

Crews Rush to Beat the Heat

A strong stretch of heat is pushing through California this week, and growers are feeling the pressure. From Salinas to Oxnard and the Central Valley, inland temperatures are climbing past 100°F, with some parts of the Central Valley reaching up to 112°F. Harvest crews have adjusted by starting earlier, but field conditions remain tough across nearly every commodity.

Along the coast, we're seeing reduced sizing in broccoli and cauliflower, with an uptick in reports of pin rot and internal defects than usual. Lettuce crops are showing signs of fringe burn, mildew, and light weights. Strawberries are seeing mixed effects. The ongoing heat is helping new season fruit out of Santa Maria and Oxnard, with improvements in size, firmness, and overall quality as those regions ramp up. The high temperatures can cause the tip and sides of the berry to ripen before the top near the calyx, leaving white shoulders. Older plantings still being harvested in Salinas and Watsonville are feeling the strain. We're seeing more bruising and softness as those districts move past their seasonal peak. Over the next few weeks, we'll see Santa Maria and Oxnard reaching their peak as Salinas winds down.

The heat stretch isn't just a California issue. In Mexico, tropical systems and cool nights are slowing tomato ripening and limiting volume. And on the East Coast, Florida growers are keeping a close eye on another potential tropical system. With high humidity and scattered rainfall ahead, greens and herbs could see pressure there as well.

Growers are doing their part to keep products moving and protect crews, and there's still solid availability across most categories. With the back-to-school pull and Labor Day approaching, now's the time to stay close to the field and order for a quicker rotation. And as always, keeping the cold chain intact will go a long way in protecting quality until it ends up on our forks.



JOEY PIEDIMONTE
SOURCING MANAGER