

The Source

MARKET ALERTS

Apples: Food service apples skewed large; low pack-outs and strong retail bags keep small/low-grade fruit pricey. Situation persists until new crop.

Asparagus: Mexican asparagus met early demand, tightened midweek; prices \$30–\$36 FOB. Limited Peruvian supply; large sizes very tight.

Bell Peppers: Eastern bell peppers tight from Florida freeze; Mexico supplementing. Green bells higher, red bells steady with improving yields.

Broccoli: Broccoli tightening; prices rising into weekend due to late Nov–Dec planting gaps.

Carrots: Bakersfield carrot harvest nearly done; Imperial Valley starting light harvests. Sizing to improve in 2 weeks.

Cauliflower: Cauliflower extremely tight; market rising due to reduced November–December harvests.

Citrus (Oranges): California Navels peaking on 56/72ct; small sizes tight through March. Flexibility needed; advance orders critical. Markets higher on small/Choice/Fancy fruit.

Eggplants: Florida eggplant finished until late March; Mexico supplies limited, keeping prices high through mid-March.

Lettuce (Iceberg): Market active through February; value-added prices up, limited supply, weights 35–39 lbs, some defects.

Melon (watermelon): Mexican watermelon prices high; Florida offshore available. Nogales supply through April; personal/mini seedless better.

Pineapple: Pineapple market stable but tight; larger sizes rising slowly, crownless and organic remain limited.

Squash: Florida squash tight after freeze; yields light, defects up, replanting underway.

Tomatoes: Tomato supplies tight from Florida freeze; Mexico and Western regions easing short-term shortages.

Strawberries: Valentine's pull ongoing; West Coast production rising. Central Mexico lighter, Florida frozen; recovery next week.

Commodity of the Month - Strawberries

FEBRUARY 11, 2026

CROP UPDATES

Yuma desert supplies are tightening as the season winds down. Lettuce is steady but tight, with romaine most consistent. Broccoli, cauliflower, and green leaf remain snug. Spinach, spring mix, and arugula are improving, while green onions stay limited with small sizing. Florida freeze has tightened bell pepper supplies, offset partially by Western Mexico. Carrots show better quality but jumbo sizes are light. Overall, supplies are manageable but firm, with markets expected to strengthen as demand increases. [Read more](#)

WEATHER

California: Light showers continue through Thursday (0.1–0.5"). Highs in the upper 50s–low 60s, lows upper 30s–low 50s, dropping Thursday night. Another low brings showers Saturday night into early next week.

Mexico: Temps near to slightly above normal; few light showers (<0.1") next five days.

Florida: Warm through Saturday; showers/storms Sunday. Winds ≤20 mph through Friday.

Arizona: Gradual cooling through the weekend; light rain possible in Yuma Friday, dry in SE California. Highs 60s–70s, lows 40s–50s, light northerly winds.

FREIGHT

The last few days of Valentines day pull this week has berry shippers across the country working to fill those last minute bookings. This year, versus several in the past, we have seen light supplies, but consistent to the effect that trucks are loading. Be aware that your order may be booked in Florida or Texas. Be prepared to load Santa Maria, CA as well, not just Oxnard.

PRO*FRESH
LOGISTICS

IN PEAK SEASON

- [Avocados](#)
- [Oranges](#)
- [Pears](#)
- [Celery](#)
- [Grapes](#)
- [Potatoes](#)



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](#)



[Tomatoes](#)



[Celery](#)



[Lettuce Tender Leaf](#)

Commodity Updates



Apples



We are approximately halfway through the 2025–2026 season, and this crop has presented ongoing challenges for food service-size apples. Across all varieties, the overall size profile has skewed larger than normal. Combined with lower pack-outs and strong retail bag programs, this has resulted in stronger-than-usual demand and pricing for smaller, lower-grade apples. We do not expect this dynamic to shift until the arrival of the new crop.



Asparagus



Mexican asparagus met demand early last week but tightened sharply by midweek as Valentine's Day promotions drove demand beyond supply, leaving little open-market volume by Friday. Promotions booked at \$18–\$20 FOB quickly gave way to \$30–\$36 as Caborca production fell short and other regions finished. Limited Peruvian volume was absorbed quickly, with little relief expected before March. Large sizes remain extremely tight.



Avocados

Markets remain steady at lower levels, with good fruit availability on the trees and decreased demand. Peak sizes are 40/48ct, with dry matter and oil content in the low 30s, resulting in very good eating quality. Updates will be provided if there are any changes in the avocado market.



Bell Peppers



Overall: Eastern bell pepper supplies are tight due to Florida freeze losses, with Mexico increasing volume to partially offset shortages and maintain elevated markets.
 Green Bells: Florida production and quality are down, while rising Mexican crossings are pushing prices higher.
 Red Bells: Mexico is the primary source, offering good quality and improving yields, with markets remaining firm in the short term.

Commodity/Region	Supply	Price	Quality
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Hudson, New York (September - June)	Steady	\$\$\$	Good
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Commodity/Region	Supply	Price	Quality
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Caborca (Year Round)	Light	\$\$\$	Fair
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Peru (Year Round)	Steady	\$\$\$	Fair
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Mexico (November - May)	Light	\$\$\$	Fair
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Commodity/Region	Supply	Price	Quality
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Mexico (Year Round)	High	\$\$\$	Good
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California (April - July)	Light	\$\$\$	Good
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Commodity/Region	Supply	Price	Quality
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Florida (November - May)	Light	\$\$\$	Good
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Mexico (November - May)	Steady	\$\$\$	Good
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Commodity Updates



Berries (Blackberries)

There are no significant changes from last week's update. Supplies remain steady from Mexico through Texas.



Berries (Blueberries)

Product is arriving from Chile, Central Mexico, and California. Market conditions remain firm and steady across all loading points, including California, Texas, Florida, and New Jersey. Quality continues to be good.



Berries (Raspberries)

The market remains steady, with adequate supplies from Baja and Central Mexico. Quality remains good.



Berries (Strawberries)

ALERT

We are currently in the Valentine's Day pull period, which will continue through next week. West Coast production is steadily increasing under ideal weather conditions. Central Mexico is experiencing lighter volumes due to weather and some quality concerns. Florida has been impacted by a multi-day hard freeze, with recovery not expected until next week.

Commodity/Region	Supply	Price	Quality
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California (Year Round)	Steady	\$\$\$	Good
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Commodity/Region	Supply	Price	Quality
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California (Year Round)	Steady	\$\$\$	Good
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Dover, Florida (Year Round)	Steady	\$\$\$	Good
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McAllen, Texas (Year Round)	Light	\$\$\$	Good
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Commodity/Region	Supply	Price	Quality
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California (Year Round)	Steady	\$\$\$	Good
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McAllen (October - May)	Steady	\$\$\$	Good
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Commodity/Region	Supply	Price	Quality
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California (Year Round)	Steady	\$\$\$	Fair
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McAllen (November - May)	Light	\$\$\$	Good
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Dover, Florida (Year Round)	Light	\$\$\$	Poor
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Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

Supply Partners

Driscoll's
Only the Finest Berries



Commodity Updates



Broccoli

ALERT

Broccoli supplies continue to tighten this week, and the stronger market reflects the reduced availability. Expect pricing to trend higher into the weekend. Planting gaps caused by rain events in late November and early December are driving the current market increases.



Brussel Sprouts

Brussels sprout supplies continue to improve. In the Oxnard region, growers are dealing with insect pressure, some decay, and smaller sizing.



Carrots

ALERT

Harvest in the Bakersfield region is nearly complete, with growers beginning light harvests in the Imperial Valley. Significant improvement across the California carrot industry is expected in about two weeks. Harvesting too early could result in smaller-sized carrots, which would be detrimental to the market. In a couple of weeks, sizing should be strong, accompanied by good availability.



Cauliflower

ALERT

Cauliflower supplies remain extremely tight this week, and the market is expected to rise as reduced harvests from November and December rains limit available product.



Celery

The celery market has tightened, similar to other row crops. Small sizes are most abundant, while value-added items remain at higher prices. Overall quality is above average, with all sizes available from Yuma and Southern California production.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Santa Maria, California (Year Round)	Light	\$\$\$	Fair
Yuma, Arizona (November - May)	Light	\$\$\$	Fair

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

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

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Fair
Santa Maria, California (Year Round)	Steady	\$\$\$	Fair
Yuma, Arizona (November - May)	Light	\$\$\$	Fair

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

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

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Commodity Updates



Citrus (Grapefruit)

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



Citrus (Lemons)

District 3 (CA Desert/AZ) will finish packing this week, with minimal final floors available the week of the 16th. District 1 (San Joaquin Valley) will serve as the primary growing region until District 2 (Oxnard/Ventura County) ramps up in late March to early April. District 1 is currently peaking in 140/165/115 counts.



Citrus (Limes)

Mexican lime prices are rising as No. 1 yields decline, creating a split market between lower-cost off-grade and higher-priced premium fruit. Smaller sizes (230/250) are increasing, with 110/150 expected to tighten in the coming weeks as the new crop cycle begins. Freight and offshore competition are adding ongoing cost pressure.



Citrus (Oranges)

ALERT

The California Navel crop is peaking on larger sizes (56ct and 72ct), with small sizes (113ct and 138ct) extremely limited through the rest of the season and into March. Flexibility with size and grade will be needed, with substitutions to larger Navel or Cara Caras when available. Advance orders (4-5 days) are critical, as same- or next-day orders depend on availability. Expect higher markets on small fruit and Choice/Fancy grades. Schools and DOD programs should be encouraged to accept 72ct or 88ct fruit.



Cucumber

Mexican production is rising under favorable weather, leading supply. Florida is finished after freezes, and Honduras volume is limited to contracts, keeping markets firm.

Commodity/Region	Supply	Price	Quality
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California (Year Round)	Steady	\$\$\$	Good
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Texas (October - April)	Light	\$\$\$	Good
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Commodity/Region	Supply	Price	Quality
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CA Desert/Yuma (October - February)	Steady	\$\$\$	Good
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Oxnard/Ventura (February - September)	Light	\$\$\$	Fair
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San Joaquin Valley (October - May)	Steady	\$\$\$	Good
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Commodity/Region	Supply	Price	Quality
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Veracruz (Year Round)	Steady	\$\$\$	Good
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Commodity/Region	Supply	Price	Quality
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San Joaquin Valley (Year Round)	Light	\$\$\$	Fair
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Commodity/Region	Supply	Price	Quality
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Florida (November - May)	Light	\$\$\$	Good
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Mexico (November - May)	Steady	\$\$\$	Good
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Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Commodity Updates



Eggplant



Florida eggplant is finished until late March, leaving Mexico as the main supplier. Light Mexican supplies, active demand, and recent weather are keeping prices high. Demand is expected to outpace supply through mid-March, even if production increases before Lent.



Garlic

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



Grapes

The import season is in full swing, with strong volume from Peru and Chile. Supplies are good on both coasts, prices are steady, and this market is expected to continue through April.



Green Onions

Green onion supplies remain tight due to recent rains and cooler weather reducing yields. Availability is expected to stay steady into next week.



Kale

Kale supplies and quality remain good, with similar conditions expected into next week.

Commodity/Region

Supply

Price

Quality

Mexico
(November - May)

Steady

\$\$\$

Good

Florida
(November - May)

Light

\$\$\$

Good

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)

Commodity/Region

Supply

Price

Quality

Steady

\$\$\$

Good

Grapes (Red)

Commodity/Region

Supply

Price

Quality

Steady

\$\$\$

Good

Commodity/Region

Supply

Price

Quality

Mexico
(Year Round)

Steady

\$\$\$

Fair

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

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Commodity Updates



Lettuce Iceberg

ALERT

This market remains active and is expected to continue through February. Value-added items have risen to second-tier pricing, with supplies projected to stay limited. Shippers report weights of 35-39 pounds, with some misshapen heads, ribbing, and outer leaf discoloration.

Commodity/Region	Supply	Price	Quality
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Santa Maria, California (March-December)	Light	\$\$\$	Fair
Salinas, California (May - October)	Light	\$\$\$	Fair



Lettuce Leaf

The market is stronger for romaine, green leaf, and red leaf, with romaine value-added products at higher prices. Most leaf items are reporting good weights and sizing, and romaine hearts are expected to remain readily available this week. Market demand is expected to strengthen next week.

Commodity/Region	Supply	Price	Quality
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Salinas, California (May - October)	Steady	\$\$\$	Fair
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Lettuce Tender Leaf

Tender leaf items like spinach, cilantro, and arugula remain tight due to quality issues and lower yields, with slight improvement expected next week.

Commodity/Region	Supply	Price	Quality
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Mexico (Year Round)	Steady	\$\$\$	Good
Oxnard, California (Year Round)	Light	\$\$\$	Fair
Yuma, Arizona (November - May)	Light	\$\$\$	Fair



Melon (Cantaloupe)

Westside and Nogales deals are complete. Offshore cantaloupes are available in CA, TX, FL, and the Northeast, with pricing stabilized due to demand. Lower yields are expected the week of 2/9-2/16.

Commodity/Region	Supply	Price	Quality
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Central America (December - May)	Steady	\$\$\$	Good
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Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

Supply Partners



Commodity Updates



Melon (Honeydew)

Offshore and Mexican honeydews are available. Offshore pricing has stabilized due to vessel delays and lower yields, while Mexican honeydews have better supplies.



Melon (Watermelon)



Lower yields from new fields have kept Mexican watermelon prices elevated, while cooler temperatures nationwide have slightly reduced demand. Offshore watermelons are available from Florida. Weather permitting, Nogales should have watermelons through April before transitioning to the domestic season. Personal and mini seedless watermelons have better supplies.



Mushroom

Supplies and availability remain excellent.



Onions

Onions are available from WA, ID, and UT, with strong domestic demand. Yellow and red onion prices remain steady, while white onions are rising. Transportation is influencing the market. Mexican onions from TX have started, and U.S. TX onions are expected in March.



Pears

The pear market is steady, with good production of Anjou, Bosc, and Red pears. Some shippers have already finished Bartletts for the season. Foodservice sizes are readily available across all varieties.

Commodity/Region	Supply	Price	Quality
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Arizona (June-July) (October-November)	Steady	\$\$\$	Good
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Commodity/Region	Supply	Price	Quality
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Arizona (June-July) (October-November)	Steady	\$\$\$	Good
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Commodity/Region	Supply	Price	Quality
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Nationwide	High	\$\$\$	Excellent
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Commodity/Region	Supply	Price	Quality
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Eastern Oregon/Parma, ID (August - April)	High	\$\$\$	Excellent
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San Joaquin Valley (May - August)	Light	\$\$\$	Good
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Tri-Cities, Washington (July - April)	High	\$\$\$	Good
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Commodity/Region	Supply	Price	Quality
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Steady	\$\$\$	Good
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Commodity Updates



Pineapples



The pineapple market is stable compared to last week but remains tight due to earlier rain and planting gaps. Contracts continue to take priority. Larger sizes are expected to increase slowly toward the end of February. For sizing, 6- and 7-crown counts are up, 8-crown counts are steady, and 8/10 crownless remain tight. Organic pineapples are also limited. No port delays this week, though some are expected the week of Valentine's Day.



Potatoes

Supplies and demand are good, with sheds actively making deals. Smaller counts are becoming harder to find. Burbank potatoes are now available, with Norkoths as the main variety. Washington potatoes are peaking on mid sizes with excellent quality, while large and small counts remain tight. Florida colored potatoes are available, and trucking is driving the market.



Squash



Florida freeze damage has sharply reduced short-term squash supply, especially yellow squash, with some fields needing replanting. Yields are light and defects are higher. Supply should improve gradually as new plantings come online in the coming weeks.



Stone Fruit

Imported peaches, plums, and nectarines are in good supply on both coasts with steady, reasonable pricing. A few domestic kiwis are shipping from California, while imports from Greece and Italy maintain steady market conditions. Domestic Asian pears are also shipping from California and will continue at least through March.



Tomatoes



Roma Tomatoes: Supply tight from Florida freeze and lower packouts; Mexico providing partial relief, with gradual quality improvement expected. Round Tomatoes: Availability lighter due to Florida freeze and delayed harvests; Mexico and Western regions supplement supply as conditions recover.

Grape Tomatoes: Florida yields lighter after cold weather, offset by rising production from Mexico and Western regions to ease near-term tightness.

Commodity/Region	Supply	Price	Quality
Costa Rica (Year round)	Light	\$\$\$	Good

Commodity/Region	Supply	Price	Quality
Idaho Falls, Idaho (August-July)	Steady	\$\$\$	Good
Pasco, Washington (August-July)	Steady	\$\$\$	Excellent

Commodity/Region	Supply	Price	Quality
Mexico (June - September)	Light	\$\$\$	Good
Florida (November - May)	Light	\$\$\$	Poor

Commodity/Region	Supply	Price	Quality
San Joaquin Valley	Steady	\$\$\$	Good

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Light	\$\$\$	Good
Florida (November - May)	Light	\$\$\$	Good

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

Supply Partners





Weather Updates



CALIFORNIA

Light to moderate showers will continue through early Thursday with totals of 0.1–0.5 inches. Morning lows will be upper 30s to low 50s, with daytime highs in the upper 50s to low 60s. After the low exits Thursday, temperatures will drop to the upper 20s–mid 30s south of King City and mid 30s–upper 40s elsewhere. Another low arrives Saturday night, bringing more light to moderate showers into early next week.



MEXICO

Temperatures will be seasonal to slightly above normal through the weekend, with lows in the mid-40s to mid-50s and highs in the mid-70s to mid-80s. Only a few light, isolated showers are expected over the next five days, with rainfall totals under 0.10" where they occur.



FLORIDA

Warm temperatures continue with little change through Saturday. Showers and thunderstorms increase statewide on Sunday, but temperatures will remain warm. Winds will gust up to 20 mph or less through Friday across Southeast Florida and the Tampa Bay area.



ARIZONA

Gradual cooling continues as high pressure weakens and an upper-level low moves from northern Baja into Arizona Thursday. Most moisture will impact eastern Arizona, with some light precipitation possible in Yuma County early Friday, spreading to central Arizona by midday. Southeast California is expected to remain dry. Highs drop from the low–upper 70s Wednesday–Thursday to upper 60s–mid 70s Friday, mostly staying in the 70s over the weekend. Morning lows rise to the mid–upper 50s Wednesday, then fall to the low–upper 40s by Saturday. Winds remain mostly light and northerly.

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



Freight Updates

The last few days of Valentines day pull this week has berry shippers across the country working to fill those last minute bookings. This year, versus several in the past, we have seen light supplies, but consistent to the effect that trucks are loading. Be aware that your order may be booked in Florida or Texas. Be prepared to load Santa Maria, CA as well, not just Oxnard.



U.S. On-Highway Diesel Fuel Prices*(dollars per gallon)					full history	XLS
	01/26/26	02/02/26	02/09/26	Change from	week ago	year ago
U.S.	3.624	3.681	3.688	↑ 0.007	↑ 0.023	
East Coast (PADD1)	3.694	3.763	3.756	↓ -0.007	↓ -0.005	
New England (PADD1A)	4.019	4.235	4.236	↑ 0.001	↑ 0.266	
Central Atlantic (PADD1B)	3.876	3.988	4.021	↑ 0.033	↑ 0.047	
Lower Atlantic (PADD1C)	3.591	3.628	3.605	↓ -0.023	↓ -0.056	
Midwest (PADD2)	3.579	3.625	3.636	↑ 0.011	↑ 0.054	
Gulf Coast (PADD3)	3.325	3.379	3.377	↓ -0.002	↓ -0.016	
Rocky Mountain (PADD4)	3.367	3.419	3.539	↑ 0.120	↑ 0.011	
West Coast (PADD5)	4.301	4.377	4.376	↓ -0.001	↑ 0.069	
West Coast less California	3.944	3.982	3.969	↓ -0.013	↑ 0.086	
California	4.712	4.830	4.845	↑ 0.015	↑ 0.049	

*prices include all taxes

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



Crop Updates

Desert Supplies Tighten

We're officially in the back stretch of the Yuma season, and the tone is starting to shift. Demand has been quiet while much of the country dealt with winter weather, but as temperatures warm, orders are picking up and markets are beginning to respond.

Lettuce is steady but tight. Growers are holding to strict averages, and that likely won't change for the next several weeks. Field weights are average, though we're seeing some dense heads and occasional chunking in value-added packs. Romaine continues to be the most consistent item with strong color and solid hearts.

Green leaf is tightening as demand builds. Broccoli and cauliflower will remain snug through February, especially as Mexican relief tapers off.

Spring mix and spinach have improved now that we're past the worst of the mildew pressure. Arugula is back in better supply but could swing week to week. Cilantro quality is improving, though insect pressure remains on the radar.

Green onions remain one of the toughest items in the vegetable category. Weak winter seed performance, November rains, and strong January winds that knocked over harvest-ready fields created a compounding supply issue. Growers harvested aggressively after the wind event, but much of that volume sized small. That short surge only widened the gap we're now feeling. Sizing is expected to remain small for the next three to four weeks, and delayed plantings could create another tight window in March.

In the East, Florida freeze damage has tightened bell pepper supplies, particularly greens. Yields are down, off-grade fruit is up, and markets are firming. Western Mexico crossings are helping offset shortages, especially on reds, but availability remains measured.

Carrots are showing better overall quality this week, though jumbo supplies are still light.

We've got roughly two months left in Yuma before transition begins. Supplies are manageable, but nothing is loose. As demand builds, expect markets to firm accordingly.

**JOEY PIEDIMONTE
SOURCING MANAGER**

