

The Source

MARKET ALERTS

Apples: The apple market is gradually improving, but smaller fruit remains tight and pricey until the new crop.

Asparagus: Northern production active; Southern Baja delayed. High demand and low yields keep prices elevated.

Bell Peppers: Florida freeze cuts production; Mexican #1 green bells tighten. Market stays active with firm prices.

Blueberries: This item is rising in price due to adverse weather in CMEX, Chile, and California, with limited availability.

Broccoli: Broccoli supplies are tightening, pushing prices gradually higher due to late-season planting gaps.

Carrots: Bakersfield harvest is nearly done; Imperial Valley is starting. Carrot sizing and supply should improve in two weeks.

Cauliflower: Cauliflower supplies are very tight but may ease slightly by the weekend.

Citrus (Limes): Prices are rising on low Mexican yields; markets stay high and volatile, with larger sizing increasing as the new crop begins.

Citrus (Oranges): California Navels favor larger sizes; small fruit is limited. Flexibility and advance orders are needed, with elevated markets on Choice, Fancy, and small sizes.

Eggplants: Florida eggplant is done; Mexico supplies are limited, keeping prices high and demand strong through mid-March.

Melon (watermelon): Lower Mexican yields keep prices high; offshore watermelons from Florida and Nogales supply through April, with personal and mini seedless more available.

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

Squash: Florida output is low; Mexico faces strong demand, especially for yellow squash. Market stays firm until early March relief.

Tomatoes: Romas tight from freeze; rounds low in Florida, steady from Mexico; grapes below normal, Mexico increasing.

Raspberries: Markets are rising due to weather affecting blackberry production in CEMEX and Baja California.

Strawberries: California strawberries hit by rain; CEMEX down, Baja steady. Florida harvests rebounding.

Commodity of the Month - Strawberries

FEBRUARY 18, 2026

CROP UPDATES

Post-Valentine's berries are mixed: California strawberries limited by rain, Central Mexico down, Baja increasing, Florida rebounding. Blueberries, blackberries, and raspberries remain tight. Desert lettuce slightly improved, iceberg easing, romaine strong, green leaf steady. Broccoli and cauliflower stay snug; Brussels sprouts improved with eased pricing. Green onions tight with small sizing. Overall, supplies are better than two weeks ago but still limited, and markets could firm quickly as demand picks up. [Read more](#)

WEATHER

California: Rain through Friday (½-1¼"), lows 20s-40s, highs 40s-50s; another system brings ~1" Saturday-Sunday.

Mexico: Warm through Thursday, cooling into Sunday; highs 60s-80s, lows 40s-50s, light showers possible Saturday-Sunday.

Florida: Northern Florida warm with isolated showers; rain increases late Saturday, cooler Sunday; SE Florida winds 15-20 mph through Friday.

Arizona: Two cold fronts bring rain Wednesday to Coachella/Borrego and Thursday night to SE California/central Arizona; dry Friday. Lows 20s-40s, highs 50s-80s through Sunday.

FREIGHT

Spring conditions and longer days is leading to a better supply of items versus just a few weeks ago. We are still seeing a demand for trucks along the Mexican border due to a variety of political factors. Along the same lines as the last few weeks, we encourage advanced truck and product bookings to manage efficient transit times and on time arrivals.

PRO*FRESH
LOGISTICS

IN PEAK SEASON

- Avocados
- Grapes
- Pears
- Oranges
- Potatoes



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Commodity Updates



Apples

ALERT

The apple market continues to show gradual, steady improvement. This season's crop has presented challenges, particularly in meeting food service specifications, as sizing has skewed larger across all varieties. Coupled with lower pack-out rates and strong retail bag programs, this has tightened supplies of smaller, lower-grade fruit and driven the market higher than normal for those sizes. These dynamics are expected to persist until the arrival of the new crop.

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



Asparagus

ALERT

Production is underway in Mexicali, San Luis Río Colorado, and Caborca, while Southern Baja California volumes are delayed until late March or early April to support post-Easter demand. Demand is outpacing supply, keeping prices elevated amid low yields, smaller sizing, and quality concerns tied to poor dormancy. While conditions may ease slightly, ongoing yield issues and strong Easter demand continue to pose supply risks for the season.

Commodity/Region	Supply	Price	Quality
Caborca (Year Round)	Light	\$\$\$	Fair
Peru (Year Round)	Steady	\$\$\$	Fair
Mexico (November - May)	Light	\$\$\$	Fair



Avocados

Markets remain steady at lower levels, with ample fruit on the trees and softer demand. Peak sizes are 40/48 ct, with dry matter and oil content in the low 30s supporting excellent eating quality. Updates will be provided if conditions change on the avocado front.

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



Bell Peppers

ALERT

In Florida, a recent freeze severely impacted unprotected acreage, with reduced production expected through March and April. In Mexico, crossings through Nogales and McAllen have declined sharply due to weevil and disease pressure, along with growers allowing fields to mature to red. Volume of #1 green bells is expected to tighten further through March. The market remains very active and elevated, with firm pricing anticipated over the next several weeks.

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

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

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Commodity Updates



Berries (Blackberries)

Cold weather in CEMEX and Baja California is limiting harvest yields, tightening supplies and pushing markets higher.

Commodity/Region	Supply	Price	Quality
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California (Year Round)	Steady	\$\$\$	Good
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Berries (Blueberries)

ALERT

This item is trending higher in price due to adverse weather coming out of CMEX, Chile and California. Pricing is trending upwards and availability is limited.

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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Berries (Raspberries)

ALERT

Markets are trending higher on this item, driven by the same weather conditions impacting blackberry production in CEMEX and Baja California.

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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Berries (Strawberries)

ALERT

Strawberry production in California is being impacted by multiple projected rain events over the coming days. Production cycles in CEMEX are trending lower into March, while Baja California volumes remain steady with improved output expected in the next few weeks. Harvests in Florida are rebounding strongly following the recent cold weather.

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

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Commodity Updates



Broccoli

ALERT

Broccoli supplies continue to tighten this week, with the market responding accordingly. Expect pricing to trend gradually higher into the weekend. Planting gaps caused by rain events in late November and early December are driving the increase.

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



Brussel Sprouts

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

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



Carrots

ALERT

Harvest in the Bakersfield region is nearly complete, with growers slowly moving into the Imperial Valley in limited volumes. Significant improvement in California carrot production is expected in about two weeks. Early harvesting risks smaller sizing, which could impact the industry, but in a couple of weeks sizing and availability should be strong.

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



Cauliflower

ALERT

Cauliflower supplies remain very tight this week, though the market is expected to ease slightly heading into the weekend.

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



Celery

The market remains firm, with second-tier pricing increases on value-added products across all processors. Overall quality is above average, with only minimal reports of slight pith. Sizing availability is consistent, and supplies are expected to be moderate to light throughout the week.

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.

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



Citrus (Lemons)

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

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



Citrus (Limes)

ALERT

Prices are climbing rapidly as Mexican yields drop due to seasonal cold. Despite supplemental offshore supply from Peru and Colombia, markets are expected to remain elevated and volatile through March. Sizing will shift, with more 230/250ct and fewer 110/150ct as the new crop cycle begins.

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



Citrus (Oranges)

ALERT

The California Navel crop is heavily weighted toward larger sizes, peaking at 56ct and 72ct, while small sizes (113ct, 138ct) remain very limited through the rest of the season and into the Valencia transition. Flexibility with size and grade will be needed, with substitutions to larger Navels or Cara Cara oranges likely. Suppliers are holding to contract size averages, and advance orders (4-5 days) are critical, as same- or next-day orders depend on availability. Markets are elevated on Choice, Fancy, and small-size fruit—schools and DOD programs should be encouraged to accept 72ct or 88ct.

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



Cucumber

Florida's season is finished until the late March/early April spring crop. Mexico sees strong production and demand in Sinaloa, with transitions to new fields underway. Honduras has limited open-market supply at premium prices, with most volume moving through contracts.

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

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

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Commodity Updates



Eggplant

ALERT

Florida's eggplant season is finished until late March, leaving Mexico as the primary supplier. Recent weather has limited Mexican supply, keeping the market active with high prices. Demand is expected to exceed supply through mid-March, even if production increases slightly before Lent.

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



Garlic

The California garlic crop is progressing with strong quality, supplemented 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

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

Grapes (Green)

Commodity/Region	Supply	Price	Quality
	Steady	\$\$\$	Good

Grapes (Red)

Commodity/Region	Supply	Price	Quality
	Steady	\$\$\$	Good



Green Onions

Green onion supplies remain very tight due to recent rains and cooler weather reducing yields. Limited availability is expected to continue into next week.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Light	\$\$\$	Fair



Kale

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

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

The market has softened this week, with multiple suppliers offering volume-type orders. Second-tier pricing on value-added items remains, but is expected to drop to first-tier levels next week. Weights are stronger, ranging 39-45 pounds depending on the supplier, and supplies should improve for the rest of the week.

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



Lettuce Leaf

The market has softened, with romaine and green and red leaf lettuces more readily available than in previous weeks. Romaine hearts are also easing. Pricing is flexible across leaf items and hearts with multiple shippers, though only romaine value-added items remain escalated. Moderate to good supplies are expected for the rest of the week.

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



Lettuce Tender Leaf

Tender leaf items like spinach, cilantro, and arugula are now in good supply, with availability expected to remain strong into next week.

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



Melon (Cantaloupe)

Westside and Nogales deals are complete. Offshore cantaloupes are available in California, Texas, Florida, and the Northeast, with pricing stabilized by demand. Lower yields are expected the week of 2/9-2/16.

Commodity/Region	Supply	Price	Quality
Central America (December - May)	Steady	\$\$\$	Good

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

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Commodity Updates



Melon (Honeydew)

Offshore and Mexican honeydews are available. Offshore pricing has stabilized due to vessel delays and lower yields entering the U.S., while Mexican honeydews have stronger supplies.

Commodity/Region	Supply	Price	Quality
Arizona (June-July) (October-November)	Steady	\$\$\$	Good



Melon (Watermelon)

ALERT

Lower yields from new Mexican fields are keeping prices elevated, while colder national temperatures have slightly reduced demand. Offshore watermelons are available from Florida, and, weather permitting, Nogales should supply watermelons through April before transitioning to the domestic season. Personal and mini seedless watermelons currently have better availability.

Commodity/Region	Supply	Price	Quality
Arizona (June-July) (October-November)	Steady	\$\$\$	Good



Mushroom

Excellent supplies and availability.

Commodity/Region	Supply	Price	Quality
Nationwide	High	\$\$\$	Excellent



Onions

Onions are available from Washington, Idaho, and Utah, with strong domestic demand. Yellow and red onion prices remain steady, while white onion prices are rising, driven by transportation costs. Mexican onions from Texas have started, and U.S. Texas onions are expected to begin in March.

Commodity/Region	Supply	Price	Quality
Eastern Orgeon/Parma, ID (August - April)	High	\$\$\$	Excellent
San Joaquin Valley (May - August)	Light	\$\$\$	Good
Tri-Cities, Washington (July - April)	High	\$\$\$	Good



Pears

The pear market is strengthening as good production of Anjou, Bosc, and Red pears meets rising demand. Some shippers have already finished Bartletts for the season, but foodservice sizes remain readily available across all varieties.

Commodity/Region	Supply	Price	Quality
	Steady	\$\$\$	Good

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

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Commodity Updates



Pineapples

ALERT

The pineapple market is stable compared to last week but remains tight due to prior 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- and 10-crown crownless remain tight. Organic pineapples also remain limited.

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

Supplies and demand are strong, with sheds actively making deals. Smaller counts are becoming harder to find. Burbanks are now available, with Norkoths as the primary variety. Washington potatoes are high quality, peaking on mid sizes, while large and small counts remain tight. Florida colored potatoes are available, and trucking continues to drive the market.

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



Squash

ALERT

Florida's output remains very low for the next several weeks as freeze-damaged plants recover slowly. Mexico's seasonal supply is lighter but facing strong demand from Florida, with yellow squash seeing the greatest price strength. Overall, the market is expected to stay strong to higher short-term, with potential relief from Sonoran plantings in early March.

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



Stone Fruit

Imported peaches, plums, and nectarines are available in good supply on both coasts, with steady markets and reasonable prices. A few domestic kiwis are still shipping from California, supplemented by imports from Greece and Italy, keeping the market stable. Domestic Asian pears from California continue to ship and are expected through at least March.

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

ALERT

- Roma Tomatoes: Light supply from freeze impacts; tight markets likely through April. MX supply is also limited due to low yields.
- Round Tomatoes: Below-normal Florida volume with smaller sizes and mixed quality. Mexican supply is fairly steady.
- Grape Tomatoes: Supply under normal levels; Mexico increasing, sizing varies.

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

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

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Weather Updates



CALIFORNIA

Light to moderate rain will continue through early Friday, with totals of $\frac{1}{2}$ – $1\frac{1}{4}$ ". Morning lows will be in the low–mid 30s south of King City and mid 30s–mid 40s elsewhere, with daytime highs in the upper 40s–mid 50s. As skies clear Thursday night, temperatures will drop to the upper 20s–low 30s south of King City and mid 30s–mid 40s elsewhere. A new system arrives late Saturday, bringing another 1" of light to moderate rain through Sunday night.



MEXICO

Warm temperatures will continue through Thursday, then cool slightly later in the week. Daytime highs will be upper 70s–upper 80s through Thursday, mid 70s–mid 80s Friday and Saturday, and mid 60s–mid 70s Sunday as cooler, drier air moves in. Morning lows will mostly stay in the mid 40s–mid 50s through the weekend. Light, isolated showers are possible Saturday into Sunday, with rainfall totals under 0.10".



FLORIDA

Northern Florida will see warm temperatures with only a few light, isolated showers through Saturday afternoon. Late Saturday into early Sunday, rain chances increase statewide, with cooler temperatures expected Sunday afternoon. Winds will gust 15–20 mph across most of Southeast Florida and the Tampa area through Friday.



ARIZONA

Two additional cold fronts will move through over the next two days. The first arrives Wednesday morning, bringing rain to the Coachella Valley and Borrego Springs from sunrise to noon. The second front arrives Thursday evening, bringing rain overnight to Southeast California and central Arizona. Dry conditions return Friday.

Morning lows Wednesday will drop to the upper 20s in Wenden, mid 30s–mid 40s in Yuma County with light icing possible in the Mohawk Valley, and low–upper 40s elsewhere. Lows warm slightly Thursday before cooling again Friday to mid 30s–low 40s in most valleys. Highs will range upper 50s–mid 60s Wednesday–Thursday, warming to mid 70s–low 80s by Sunday afternoon.

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

Freight Updates



Spring conditions and longer days is leading to a better supply of items versus just a few weeks ago. We are still seeing a demand for trucks along the Mexican border due to a variety of political factors. Along the same lines as the last few weeks, we encourage advanced truck and product bookings to manage efficient transit times and on time arrivals.



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

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

	02/02/26	02/09/26	02/16/26	Change from		
				2 year ago	year ago	week ago
U.S.	3.681	3.688	3.711	▼ -0.398	▲ 0.034	▲ 0.023
East Coast (PADD1)	3.763	3.756	3.763	▼ -0.477	▼ -0.028	▲ 0.007
New England (PADD1A)	4.235	4.236	4.215	▼ -0.105	▲ 0.194	▼ -0.021
Central Atlantic (PADD1B)	3.988	4.021	4.030	▼ -0.325	▲ 0.050	▲ 0.009
Lower Atlantic (PADD1C)	3.628	3.605	3.612	▼ -0.577	▼ -0.084	▲ 0.007
Midwest (PADD2)	3.625	3.636	3.664	▼ -0.346	▲ 0.062	▲ 0.028
Gulf Coast (PADD3)	3.379	3.377	3.412	▼ -0.432	▲ 0.030	▲ 0.035
Rocky Mountain (PADD4)	3.419	3.539	3.607	▼ -0.350	▲ 0.097	▲ 0.068
West Coast (PADD5)	4.377	4.376	4.383	▼ -0.338	▲ 0.067	▲ 0.007
West Coast less California	3.982	3.969	3.970	▼ -0.284	▲ 0.107	▲ 0.001
California	4.830	4.845	4.860	▼ -0.398	▲ 0.021	▲ 0.015

*prices include all taxes

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

Crop Updates



Post-Valentine Reality Check

With Valentine's Day behind us, the berry category is working through its reset.

Strawberries are mixed depending on origin. California is dealing with meaningful rain in Santa Maria and Oxnard, which will limit field access and trim yields in the short term.

Growers packed ahead of the storm, but disruptions are expected through the week.

Central Mexico is moving down its seasonal curve with fewer crossings into Texas. Baja is gradually increasing production. Florida has rebounded with better volume following earlier cold weather. With holiday demand behind us, pricing is adjusting region by region, but West Coast weather will keep supplies from getting loose.

Blueberries remain tight. Chile, Central Mexico, and California are all reporting lighter numbers. Demand continues to outpace supply, and markets remain elevated through the balance of February.

Blackberries and raspberries are also firm. Cooler temperatures have limited production, particularly out of Mexico, keeping availability measured.

In the desert, lettuce supplies improved slightly this week. Some temporary relief showed up, especially on iceberg, as demand softened around the holiday. That said, fields are still running ahead of schedule, and once movement builds again, expect the market to tighten back up. Romaine continues to perform well with good color and strong hearts. Green leaf is steady but not loose.

Broccoli and cauliflower remain snug. Central Coast production has been impacted by cool weather and rain, and while Mexico is contributing volume, it's not enough to create surplus conditions. February should stay firm.

Brussels sprouts have improved considerably after several weeks of elevated markets. Availability is better across both commodity and value-added packs, and pricing has eased.

Green onions continue to be a watch item. Earlier production challenges are still showing up in sizing, with small profiles dominating. Supplies are steady but tight, and delayed plantings could create another narrow window in March.

Supplies are in a better spot than we were two weeks ago on several items, but nothing is long. As demand normalizes and we move deeper into the back half of the desert season, markets won't need much of a push to firm again.



JOEY PIEDIMONTE
SOURCING MANAGER