

The Source

Commodity of the Month -
Grapes / Melons / Pineapple

MARKET ALERTS

Asparagus: Asparagus remains tight but should gradually ease as supply improves from multiple regions into late May and June.

Carrots: Imperial Valley leads but early harvest caused small sizing; supplies should improve in 3–4 weeks as Bakersfield ramps up and crops size up.

Citrus (Lemons): Oxnard leads lemon production with mostly larger fruit, while small sizes remain very tight.

Citrus (Oranges): Navels are mostly large (56–72ct) with very tight small sizes, requiring flexibility and substitutions through the Valencia transition.

Lettuce Leaf: Leaf items remain very tight due to INSV-driven crop losses, with light supply, elevated pricing, and fair-to-poor quality expected for several weeks.

Onions: PNW is finished, Texas is limited, California is main supply, with New Mexico and Mexico starting by month-end.

Pineapple: Pineapples remain steady but tight, with contracts prioritized; larger crown fruit improving while crownless and organic sizes stay limited through May.

Squash: Supplies are limited due to seasonal transitions, but improving as Florida strengthens, Georgia starts harvest, and California ramps up in the West.

MAY 13, 2026

CROP UPDATES

With Mother's Day demand behind us, produce markets are starting to stabilize, but supplies remain tight in key categories like row crops, strawberries, and small citrus due to disease, sizing issues, and seasonal transitions. Tomato supplies are improving, while other vegetables remain mixed as growing regions shift. Domestic stone fruit season has begun, with better volume and pricing expected in June. Overall, markets should gradually ease, but flexibility on size, grade, and sourcing will remain important through May. [Read more](#)

WEATHER

California: Temps cool Wednesday, warm back above average by Friday, then ease slightly again over the weekend but stay near to above normal.

Mexico: Temps warm through the week with increasing showers Friday–Sunday. Highs rise from 70s midweek to upper 80s over the weekend, with light to moderate rainfall possible. Overnight lows gradually warm from the 50s into the 60s.

Florida: Scattered showers Wednesday, then lighter and more isolated later in the week, with breezy winds gusting 15–22 mph through Friday in parts of Florida.

Arizona: Heat peaks midweek (upper 90s–low 100s), then eases to low–mid 90s by the weekend with slightly cooler mornings and light winds.

FREIGHT

DOT Blitz week has sent the truck market into a frenzy this week. Demand for trucks across the country has been significant. Linger effects of this event are expected to last through memorial Day weekend.

PRO*FRESH
LOGISTICS

IN PEAK SEASON

- Avocados
- Oranges
- Strawberries
- Grapes
- Potatoes

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Commodity Updates



Apples

The seasonal decline in inventories is expected to accelerate in June, though softer seasonal demand should help keep price increases relatively modest. Reds and Golds will see the greatest supply pressure, with Fujis and Pinks also beginning to tighten. Granny Smith apples, however, remain in good supply and are expected to carry through smoothly until the new crop arrives.

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



Asparagus



The asparagus market eased slightly after Mother's Day demand declined, but West Coast supplies remain tight due to production gaps in Mexico and lighter domestic harvests in Washington and Idaho. Supply is expected to improve through late May and June as Baja, Central Mexico, Michigan, Canada, and Peru increase production. Overall, market pressure should gradually ease heading into Memorial Day and early summer.

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



Avocados

Markets remain steady at lower levels with ample fruit on the trees and consistent demand. Peak sizing is 48ct, and dry matter/oil content in the low 30s is delivering excellent eating quality. I'll keep everyone updated with any changes on the avocado front.

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



Bell Peppers

Eastern bell pepper supplies remain tight, particularly in XL sizes. South Florida is finishing up as Georgia slowly ramps production. Western regions are holding steady with good quality, though significant volume increases are not expected in the near term. Red bells have begun initial harvest over the weekend.

Commodity/Region	Supply	Price	Quality
California (May - October)	Light	\$\$\$	Excellent
Georgia (May - June)	Light	\$\$\$	Good
Mexico (November - May)	Light	\$\$\$	Fair

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

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Commodity Updates



Berries (Blackberries)

Supplies remain steady with product continuing to ship from California's Central Coast, Oregon, Georgia, and Central Mexico.

Commodity/Region	Supply	Price	Quality
California (Year Round)	High	\$\$\$	Good



Berries (Blueberries)

CMEX, California, Georgia, and Florida are all contributing steady production, helping ease pricing across all pack styles. Additional relief is expected as the Pacific Northwest season begins in the next 2-3 weeks.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Steady	\$\$\$	Good
Dover, Florida (Year Round)		\$\$\$	Good
McAllen, Texas (Year Round)	Light	\$\$\$	Good



Berries (Raspberries)

CMEX and California's Central Coast continue to produce steady volumes, helping maintain stable supply levels.

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



Berries (Strawberries)

Oxnard is nearly finished, with current production coming from Santa Maria, Oxnard, and Salinas. Availability has been inconsistent as growers work through newer field varieties that are still being tested commercially. Supply is expected to improve as Salinas and Watsonville ramp up, while Santa Maria production continues to decline.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Steady	\$\$\$	Fair

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

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Driscoll's
Only the Finest Berries™



Commodity Updates



Broccoli

Broccoli supplies remain slightly limited but are gradually improving. With better weather expected, the market should see a modest decline in pricing heading into next week.

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



Brussel Sprouts

Brussels sprout supplies remain good and steady, with the market expected to hold stable through the weekend.

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



Carrots



The Imperial Valley is currently the primary growing region, though early harvesting—driven by limited availability out of Bakersfield—has resulted in smaller sizing. As a result, growers have slowed harvest to allow crops to size up and avoid further strain on the market. Improvement in availability is expected over the next 3-4 weeks as Bakersfield ramps back up, weather permitting. With additional time on the crop, sizing and overall supply should strengthen, helping stabilize the carrot market.

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

Cauliflower supplies are continuing to improve across all growing regions, and the market is expected to ease slightly heading into next week.

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



Celery

The market remains active due to reduced yields from Fusarium, which has impacted roughly 25% of the crop industry-wide. Availability is expected to stay moderate to light this week, with overall quality ranging from fair. Value-added items will continue to carry escalated pricing for at least the next few weeks.

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 currently available, with peak sizing at 48ct, shipping out of Riverside and the San Joaquin Valley.

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



Citrus (Lemons)

ALERT

District 2 (Oxnard/Ventura County) is now the main production region, with District 1 (San Joaquin Valley) providing supplemental volume. Due to coastal growing conditions, the crop is running about 70% choice and 30% fancy, with sizing peaking on 115/95/140ct. Markets remain extremely tight on 165ct and smaller lemons.

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



Citrus (Limes)

The lime market has stabilized, with pricing firming due to lower yields in Mexico. Smaller sizes (230s/200s) remain most available, while larger fruit will stay limited until June-July. Hot, dry conditions may impact quality, with an earlier-than-normal seasonal price increase expected by late June.

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



Citrus (Oranges)

ALERT

California Navel oranges are heavily skewed toward larger sizes, with 56ct and 72ct dominating while smaller sizes (113ct and 138ct) remain very limited and expected to stay tight through the end of the season and into the Valencia transition. Flexibility on sizing will be necessary, with substitutions into larger fruit likely as small sizes become harder to source. Suppliers will continue managing to contract size averages, and programs are encouraged to accept 88ct or 72ct where possible.

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



Cucumber

Eastern cucumber supplies are tight following the end of South Florida production, though Georgia is expected to improve both quality and availability soon. Western supplies remain stable, with Mexico offering good quality despite lighter volumes.

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

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

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Commodity Updates



Eggplant

Eggplant supplies remain tight across Florida, Mexico, and California, with retail-quality product especially limited. Markets are expected to stay elevated for the next 10-14 days until Georgia production improves, and promotions are not recommended due to limited availability.

Commodity/Region	Supply	Price	Quality
California (May - October)	Steady	\$\$\$	Excellent
Georgia (May - June)	Light	\$\$\$	Good



Garlic

California garlic is progressing with good quality, with Mexican supplies supplementing steady availability.

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



Grapes

South American imports are expected to wind down by the end of May, while Mexican grapes crossing through Nogales are just beginning and will ramp up to full production in June. Shippers will be motivated to move volume ahead of California's Central Valley start in mid-June. Coachella is currently producing, but volumes are limited and largely pre-committed, so it won't significantly impact the market. Once Bakersfield and northern California begin harvest, domestic supply should carry through the season into late fall.

Grapes (Green)

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

Grapes (Red)

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



Green Onions

Green onion supplies remain strong overall, with steady availability expected into next week, weather permitting.

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



Kale

Kale supplies and quality remain good, with steady conditions expected to continue 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

Lettuce supplies are more available this week and expected to improve further next week, though current availability remains only moderate. Value-added items will continue to be escalated throughout the week. Quality issues persist, including outer leaf discoloration and misshapen heads, with INSV impacting overall growth. Production is coming from both Northern and Southern California, with average case weights around 36-40 pounds.

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

ALERT

Romaine, along with green and red leaf, remains very tight, with romaine hearts in especially limited supply. Light availability is expected to continue for at least the next few weeks due to an estimated 25% industry-wide crop loss from INSV. Value-added leaf items will remain on escalated pricing, and overall quality is expected to be fair at best across both leaf items and hearts.

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 such as spinach, cilantro, and arugula remain in good supply. Baby kale, however, is tighter due to lower-than-expected yields and slower crop growth.

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

Cantaloupes are currently available from offshore sources in California, Texas, Florida, and the Northeast, with pricing stabilizing as retail promotions wind down. Mexican supply is also available, while limited domestic production is beginning to come online.

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

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Commodity Updates



Melon (Honeydew)

Offshore and Mexican honeydews are available with strong quality.

Commodity/Region	Supply	Price	Quality
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	Steady	\$\$\$	Excellent
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Melon (Watermelon)

Mexican supply has improved and pricing has normalized, with additional deals expected as domestic watermelons come online. Florida watermelons are now available.

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

Excellent supplies and availability.

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

ALERT

Pacific Northwest onion supplies have finished early due to quality issues stemming from a warm winter. Texas supplies remain limited following recent rainfall over the past two weeks. California is currently the main shipping region, prioritizing contract fulfillment as inventories are rebuilt. New Mexico and Mexican onions are expected to become available by the end of the month.

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



Pears

Anjou volume continues to tighten, though larger shippers do not expect a gap before new crop Bartletts begin in Washington in early August. The Bosc season is expected to wrap up in about three weeks, while Red Anjous should finish by the end of June. California's new crop Bartletts are anticipated to start in the last week of June.

Commodity/Region	Supply	Price	Quality
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	Steady	\$\$\$	Good
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Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Commodity Updates



Pineapples

ALERT

The pineapple market remains steady but tight due to earlier rain and planting gaps, with conditions expected to persist through the end of May as demand increases. Contract orders are being prioritized. Larger sizes (6 and 7 count with crowns) are becoming more available, while 8 count crowned remains steady. Crownless 8 and 10 count, along with organic pineapples, continue to be limited.

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



Potatoes

Potato markets are balanced overall with some deals on 40-50 ct and #2s, while smaller sizes remain tight. Burbanks are now available as Norkotah season ends, peaking on larger sizes. Washington quality is strong on mid-sizes, with tightness in both large and small counts. Florida colored potatoes are limited due to freeze impacts, with yellow potatoes tight and reds in better supply. Higher trucking and fuel costs are also influencing the market. North Carolina sweet potatoes remain limited until new crop starts.

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



Squash

ALERT

Supplies remain limited in both East and West due to seasonal transitions, though Florida quality is improving and Georgia harvest is starting later this week. Western availability is expected to improve as California districts ramp up production.

Commodity/Region	Supply	Price	Quality
Mexico (June - September)	Light	\$\$\$	Good
Georgia (May - June)	Steady	\$\$\$	Good
California (May - October)	Light	\$\$\$	Good



Stone Fruit

Peaches! We've got peaches people! Nectarines, plums, and apricots are also in production. First-of-the-season pricing is expected to ease in June as both size and volume improve. California cherries are projected to come up short this year due to early rain during the first and second weeks of the deal, with most shippers expecting to finish before the end of May. Washington cherries are set to begin the first week of June.

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



Tomatoes

East Coast supply is improving as Ruskin/Palmetto reaches full harvest with strong quality and volume. Mexico's Sinaloa/Sonora season is winding down with limited but fair-quality production, while Baja/Jalisco remains light. Overall pricing is expected to stay steady into early June.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Light	\$\$\$	Good
Florida (November - May)	Steady	\$\$\$	Good
Baja California (Spring/Summer - November)	Light	\$\$\$	Good

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

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Weather Updates



CALIFORNIA

Temperatures will cool on Wednesday as a low pressure system passes to the north, bringing morning lows in the low 40s to low 50s and daytime highs ranging from the low 60s to low 70s along the coast and mid 70s to mid 80s inland. A quick return of high pressure will push temperatures back above average by Friday, with inland highs peaking in the mid 80s to mid 90s. Another passing low this weekend will bring some cooling, bringing temperatures closer to seasonal norms, though still slightly above average.



MEXICO

Temperatures will warm through the latter half of the week, with increasing shower activity expected Friday through Sunday. Precipitation totals will generally range from 0.05" to 0.30", though higher amounts are possible in thunderstorms. Highs will reach the low 70s to low 80s on Wednesday, mid 70s to mid 80s on Thursday, and mostly low to upper 80s from Friday through Sunday. Overnight lows will hold in the low 50s to low 60s through Thursday morning, then warm into the mid 50s to mid 60s heading into the weekend.



FLORIDA

Isolated to scattered showers are expected across the state on Wednesday, with most rainfall totals ranging from 0.05" to 0.30". Later in the week, shower activity will become lighter and more widely isolated. Winds will remain breezy, with gusts of 15 to 22 mph through Friday across much of Southeast Florida and the Tampa Bay area.



ARIZONA

High pressure over the region will gradually weaken and shift eastward through the latter half of the week, bringing slight cooling by the weekend. High temperatures will remain in the upper 90s to low 100s from Wednesday through Friday, before easing into the low to mid 90s on Saturday afternoon. Morning lows will generally hold in the mid 60s through Friday, then dip slightly into the low to mid 60s Saturday and Sunday. Light southwesterly winds are expected daily, with occasional gusts around 15 mph.

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

Freight Updates



DOT Blitz week has sent the truck market into a frenzy this week. Demand for trucks across the country has been significant. Linger effects of this event are expected to last through memorial Day weekend.



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

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

	04/27/26	05/04/26	05/11/26	Change from		
				2 year ago	year ago	week ago
U.S.	5.351	5.640	5.639	▲ 1.791	▲ 2.163	▼ -0.001
East Coast (PADD1)	5.425	5.504	5.465	▲ 1.549	▲ 1.931	▼ -0.039
New England (PADD1A)	5.834	5.863	5.849	▲ 1.616	▲ 1.972	▼ -0.014
Central Atlantic (PADD1B)	5.843	5.873	5.863	▲ 1.708	▲ 2.086	▼ -0.010
Lower Atlantic (PADD1C)	5.229	5.331	5.278	▲ 1.484	▲ 1.870	▼ -0.053
Midwest (PADD2)	5.131	5.742	5.815	▲ 2.047	▲ 2.399	▲ 0.073
Gulf Coast (PADD3)	5.012	5.178	5.152	▲ 1.593	▲ 2.009	▼ -0.026
Rocky Mountain (PADD4)	5.270	5.517	5.491	▲ 1.700	▲ 2.028	▼ -0.026
West Coast (PADD5)	6.530	6.631	6.562	▲ 2.011	▲ 2.351	▼ -0.069
West Coast less California	5.926	6.000	5.905	▲ 1.852	▲ 2.170	▼ -0.095
California	7.228	7.360	7.321	▲ 2.198	▲ 2.561	▼ -0.039

*prices include all taxes

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

Crop Updates



May Grey, Mixed Markets

With Mother's Day demand now behind us, markets should begin to see slight relief, but availability remains uneven across categories. Disease pressure, seasonal transitions, and sizing issues continue to drive active markets on key items. As schools and colleges wind down over the next few weeks, demand should ease, but May will remain active across several major commodities.

Row crop supplies remain light, especially celery, iceberg, romaine, leaf, and romaine hearts. Celery continues to be impacted by Fusarium, with industry-wide losses estimated around 20-25%. Lettuce and leaf supplies are limited as INSV continues to reduce harvestable yields, with romaine hearts especially tight for at least the next couple of weeks. Broccoli and cauliflower availability has improved compared to other row crop items, and some pricing relief is expected, although value-added escalations remain in effect. The Salinas Valley is settling into a typical "May Grey" pattern with cool mornings, marine layer, and warmer afternoon temperatures inland.

Strawberry demand remains unusually strong even after the holiday pull. Heavy retail promotions, newer varieties, and uneven field estimates continue to limit availability. Salinas and Watsonville will continue gaining volume as we move into late May, but that volume cannot come soon enough. Blueberries are improving out of California and Georgia, with the Pacific Northwest and Michigan expected to begin in late May or early June. Blackberries and raspberries remain steady to improving.



Crop Updates



Citrus remains size-sensitive. California Navels are winding down and continue to peak heavily on larger fruit, leaving 113ct and 138ct oranges extremely limited. Valencias are expected to follow a similar large-size profile, so flexibility on size and grade will be important. Small lemons are also tight, especially 165ct and smaller, with sizing peaking on 115ct, 95ct, and 140cts. Offshore relief is expected over the next month.

Tomato supplies are improving as the Ruskin/Palmetto region reaches full harvest with strong quality and volume. Mexico's Sinaloa/Sonora season is winding down, while Baja remains light. Bell peppers, cucumbers, squash, and green beans remain mixed as South Florida finishes and Georgia slowly ramps up. Western production is generally steady, but major volume increases are not expected immediately.

Domestic stone fruit is underway! Peaches, nectarines, plums, and apricots are leading the pack. Early-season pricing should ease in June as size and volume improve. California cherries are expected to finish short before the end of May, with Washington starting in early June. Mexican grapes have started crossing through Nogales and should be in full production by June, while California's Central Valley is expected to begin in mid-June.

Overall, post-holiday demand relief is helping to relieve pressure, but row crops, strawberries, small citrus, and select dry vegetables will need the most attention over the next few weeks. Flexibility on size, grade, region, and pack style will remain important to keep orders covered.

