



VINYARD

The Weekly Vine – Produce Market Update

March 6 - 12, 2026

Market Snapshot

- **Desert growing regions in California and Arizona** continue to experience warm daytime temperatures with cooler overnight conditions. These fluctuations are **slowing growth across leafy greens and tenderleaf crops. Case weights remain slightly below seasonal norms with some lingering cosmetic issues.**
- **Production from Mexico** continues to strengthen across vegetables, berries, and tropical fruit. Cooler nights are still affecting color and sizing on select items, **but overall border crossings are trending upward week over week.**
- **Imports from Chile and Peru** remain active, supporting availability for grapes, stone fruit, blueberries, and asparagus.
- **Freight markets** remain inconsistent due to lingering winter storm activity and **congestion at Texas and Arizona crossings.** Mexican vegetables, berries, and tropicals continue to see the most variability in transit times.

Fruit & Citrus

<u>Item</u>	<u>Current Supply & Pricing</u>	<u>Quality & Notes</u>
Apples	Strong availability; markets steady	Large sizes dominate; crisp texture; strong sugar development
Avocados	Mexico volume elevated; markets steady or very slightly elevated	Good oil content; some cosmetic scarring on larger fruit
Bananas	Steady arrivals from Central America	Even ripening; minor transit scarring
Grapefruit	Ample domestic supply	Excellent internal color; consistent sizing
Limes	Tight supply; elevated markets continue	Smaller fruit; lighter green color; occasional dehydration

<u>Item</u>	<u>Current Supply & Pricing</u>	<u>Quality & Notes</u>
Oranges (Navels)	California volume peaking	Sweet flavor; strongest on 72ct and 88ct
Lemons	Steady supply; markets firming slightly	Good juice content; minor rind blemishes
Cantaloupe	Moderate supply from Central America	Strong sugar levels; occasional surface webbing
Honeydew	Mexico imports increasing	Generally good quality; some cosmetic scarring
Watermelon	Supply improving; markets easing slightly, some quality challenges	Wide size range; strong internal color,
Pineapple	Limited supply; firm pricing persists	High sugars; occasional crown wilt and translucency

Vegetables, Herbs, Greens & Others

<u>Item</u>	<u>Supply / Market Direction</u>	<u>Quality & Issues</u>
Asparagus	Peru and Mexico steady	Predominantly thinner sizing; tip quality varies
Bell Peppers	Mexico increasing; markets easing	Bright color; inconsistent sizing
Chili Peppers (Jalapeño & Poblano)	Limited availability; pricing elevated	Smaller sizing; lighter color
Broccoli	Improving supply	Quality better, but hollow core and occasional pin rot still reported
Cauliflower	Markets improving slightly	Small heads; excess wrapper leaves
Brussels Sprouts	Much better supplies; pricing continues to improve	Small sizing; quality slowly improving
Celery	Gradual improvement in supply	Fringe burn and minor pith
Carrots	Stable supply and pricing	Overall good quality

<u>Item</u>	<u>Supply / Market Direction</u>	<u>Quality & Issues</u>
Spinach / Tender Leaf / Herbs	Very limited; markets high	Smaller leaves; yellowing from cold weather
Lettuce (All Types)	Slow improvement out of desert	Lighter weights; tip burn remains present
Tomatoes (All Types)	Mexico volume rising; Florida improving; prices elevated	Good color; occasional softness; larger sizes dominant
Green Onions	Supply improving; markets easing	Mild tip burn; improved bunch weights
Mushrooms	Balanced supply	Consistent quality and sizing
Tomatillos	Very limited availability	Sticky husks; short shelf life
Onions	Good availability	Minor external staining; overall sound quality
Potatoes	Ample supply; steady demand	Strong quality across sizes
Squash (Yellow & Zucchini)	markets elevated	Firm texture; light wind scarring

Berries

Strawberries

- Mexico crossings decreasing; production in Florida slowly recovering.
- California increasing production
- Markets remain slightly elevated with sizing variability.
- Quality concerns include white shoulders, bruising, and occasional softness.

Raspberries

- Markets firm but steady.
- Some softness and reduced shelf life reported.

Blueberries

- Strong imports from Peru and Chile, supplemented by Mexico.
- Markets higher; good flavor overall.
- Sizing varies by growing region.

Blackberries

- Mexico production steady and strong.
- Good firmness overall.
- Occasional red cell due to temperature fluctuations during transit.

Looking Ahead

- Leaf lettuce, romaine, spinach, and tenderleaf items should gradually improve in weight and quality as desert daytime temperatures stabilize.
- Lime and pineapple markets will likely stay elevated due to ongoing supply constraints.
- Strawberry pricing will remain volatile depending on Mexico weather patterns and freight movement.
- Border congestion and freight variability may continue to create temporary supply gaps and short-term market fluctuations across several Mexican commodities.