



VINYARD

The Weekly Vine – Produce Market Update July 31 – August 6, 2026

Market Snapshot

- **Salinas Valley lettuce production remains under significant pressure** from INSV, mildew, soil-borne diseases, tip burn, reduced acreage, and persistent light weights. While some areas are seeing modest improvement, overall supplies remain well below normal. Elevated markets are expected to continue into early August.
- **California summer vegetable production remains at seasonal peak** across tomatoes, cucumbers, peppers, squash, eggplant, melons, sweet corn, and green beans. Favorable weather continues supporting excellent yields, quality, and stable pricing for most summer vegetables.
- **Mexico continues providing dependable supplies** of tomatoes, cucumbers, avocados, peppers, limes, grapes, mangoes, and tropical fruit, helping offset regional production gaps and maintain overall market stability.
- **Seasonal transitions continue supporting elevated pricing** on lettuce, avocados, lemons, Brussels sprouts, broccoli, chili peppers, asparagus, onions, and pineapples despite abundant production across most summer commodities.

🍎 Fruit & Citrus

Item	Current Supply & Pricing	Quality & Notes
Apples ●	Strong supply; stable pricing	Excellent quality across all major varieties
Avocados ●	Tight supply; elevated markets continue	Flora Loca (variety) harvest improving slowly; larger sizes becoming more available, but overall supplies remain below demand
Bananas ●	Stable imports	Excellent color, quality, and availability
Grapefruit ●	Moderate supply	Larger sizes remain somewhat limited
Limes ●	Good supply; steady pricing	Excellent quality; 175–230 count fruit remains plentiful
Oranges (Valencias) ●	Strong supply	Outstanding juice content and eating quality
Lemons ●	Tight supply; Elevated pricing	Crop transition continues; smaller sizes remain limited

Item		Current Supply & Pricing	Quality & Notes
Cantaloupe	●	Good supply	Improved sizing and quality with favorable summer growing conditions
Honeydew	●	Good supply	Excellent sugar levels and sizing continue
Watermelon	●	Strong domestic supply	Outstanding quality and plentiful availability
Pineapple	●	Tight supply persists	Varying sizes
Grapes	●	Strong domestic supply	Excellent sizing, color, and eating quality
Mangoes	●	Peak summer supply	Excellent flavor, color, and availability
Papaya	●	Steady supply	Occasional softness continues on some arrivals
Kiwi	●	Strong supply	Excellent firmness and quality

🥬 Vegetables, Herbs, Greens & Others

Item		Supply / Market Direction	Quality & Issues
Asparagus	●	Tight supplies continue	Thin sizing and occasional quality concerns persist
Bell Peppers	●	Good supply	California production remains strong with excellent quality
Chili Peppers	●	Very tight supply	Elevated pricing continues; mixed sizing and limited availability
Broccoli	●	Tight supplies; elevated markets	Disease pressure and lighter yields continue limiting harvests
Cauliflower	●	Stable supply	Smaller heads remain common, though quality continues improving
Brussels Sprouts	●	Tight supply	Seasonal transition continues limiting harvest volume
Celery	●	Moderate supply	Minor fringe burn occasionally reported; markets remain steady
Carrots	●	Strong supply	Excellent quality and consistent availability
Spinach / Tender Leaf / Herbs	●	Tight supply	Disease pressure, yellowing, and light weights continue
Lettuce (All Types)	●	Demand continues exceeding supply	INSV, mildew, tip burn, reduced acreage, and light weights continue driving elevated markets
Tomatoes	●	Strong supply	California, Eastern U.S., and Mexico continue providing abundant availability

Item	Supply / Market Direction	Quality & Issues
Green Beans ●	Good supply	Domestic production continues expanding with improving markets
Cucumbers ●	Good supply	Strong domestic and Mexican production supports stable pricing
Green Onions ●	Slightly tight	Minor tip burn persists but supplies continue improving
Mushrooms ●	Steady supply	Consistent sizing and excellent quality
Tomatillos ●	Good supply	Excellent availability and quality
Onions ●	Seasonal transition continues	New crop continues increasing; smaller sizes remain limited
Potatoes ●	Slightly elevated pricing	Storage crop quality improving, though isolated bruising remains
Squash ●	Good supply	Strong production with excellent overall quality
Eggplant ●	Good supply	Excellent California quality
Corn ●	Good supply	Excellent quality and consistent availability

Berries

Strawberries ●

- California production remains strong
- Excellent sizing, firmness, and flavor
- Markets expected to remain stable through next week

Raspberries ●

- Supplies remain somewhat limited
- Delicate condition continues reducing shelf life
- Markets remain firm

Blueberries ●

- Pacific Northwest production remains at seasonal peak
- Excellent quality and plentiful availability
- Favorable markets expected to continue

Blackberries ●

- Moderate supply
- Occasional softness and red-cell issues continue
- Quality improving with newer harvests

Looking Ahead

- ● **Lettuce** will remain the most volatile produce category as Salinas disease pressure continues restricting production through early August.

-  **Avocado** supplies should continue improving gradually, although elevated pricing is expected to persist until harvest volumes increase more substantially.
-  **Tomatoes** should remain one of the best values in produce, supported by abundant production from California, the Eastern U.S., and Mexico.
-  **Chili peppers** are expected to remain one of the tightest vegetable markets, with elevated pricing likely continuing.
-  **Broccoli** and **Brussels sprouts** should remain firm as seasonal production transitions continue limiting supplies.
-  **Pineapple** availability is expected to remain constrained with little short-term market relief.
-  **Cucumbers, carrots, grapes, bell peppers, squash, sweet corn, mushrooms, eggplant, tomatillos, green beans, and watermelons** should continue offering excellent availability and stable pricing.
-  **Cantaloupe** quality and supply should continue improving as additional California acreage reaches peak production.
-  **Blueberries** are expected to remain abundant as Pacific Northwest harvests continue at seasonal peak.
-  **California strawberries** should maintain excellent quality and stable supplies under favorable coastal growing conditions.