



VINYARD

The Weekly Vine – Produce Market Update

August 7 - 13, 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 harvest conditions have stabilized slightly in some districts, overall production remains well below seasonal averages. Elevated markets and periodic prorates are expected to continue through mid-August.
- **California summer vegetable production continues at seasonal peak** across tomatoes, cucumbers, peppers, squash, eggplant, sweet corn, green beans, melons, and specialty vegetables. Favorable weather continues supporting strong yields, excellent quality, and competitive markets.
- **Mexico continues supplying dependable volumes** of tomatoes, cucumbers, peppers, avocados, limes, grapes, mangoes, and tropical fruit, helping balance North American supplies and moderate pricing on most commodities.
- **Seasonal transitions continue influencing several key commodities.** Lemons, avocados, onions, broccoli, Brussels sprouts, asparagus, chili peppers, and pineapples remain the primary items experiencing tighter availability and elevated pricing, while the majority of summer produce remains plentiful.

🍎 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	Some availability issues due to USDA Safety concerns
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
Cantaloupe ●	Good supply	Peak California production providing excellent sizing and sugar content

Item	Current Supply & Pricing	Quality & Notes
Honeydew ●	Good supply	Excellent sugar levels and consistent sizing
Watermelon ●	Strong domestic supply	Outstanding quality and plentiful availability
Pineapple ●	Tight supply persists	Variable sizing continues; elevated markets remain
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 ●	Tight supply	Elevated pricing continues; mixed sizing and limited availability
Broccoli ●	Good supplies	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
Green Beans ●	Good supply	Domestic production continues expanding with favorable 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

Item	Supply / Market Direction	Quality & Issues
Tomatillos 	Good supply	Excellent availability and quality
Onions 	Seasonal transition continues	New crop volume increasing; pricing beginning to stabilize, though smaller sizes remain limited
Potatoes 	Slightly elevated pricing	Storage crop quality improving; 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 at least mid-August. Lower demand helping to keep pricing down.
-  **Avocado** supplies should continue improving gradually, although elevated pricing is expected due to USDA Inspectors facing security and safety threats in Mexico.
-  **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 through August.
-  **Brussels sprouts** may remain elevated as disease pressure and seasonal transitions continue to limit 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, melons, and watermelons** should continue offering excellent availability and stable pricing.
-  **Cantaloupe and honeydew** should remain among the strongest fruit values as California production continues at seasonal peak.
-  **Blueberries** are expected to remain abundant as Pacific Northwest harvests continue at peak production.
-  **California strawberries** should continue delivering excellent quality, stable supplies, and favorable markets through the upcoming week.