



VINYARD

The Weekly Vine – Produce Market Forecast August 28 thru September 3, 2026

Market Snapshot

- **Salinas Valley lettuce production remains the industry's primary concern.** INSV, mildew, soil-borne diseases, tip burn, reduced acreage, and persistent light weights continue limiting harvest volume. Although Labor Day demand is expected to provide a modest seasonal lift, supplies remain well below normal and markets are expected to stay elevated into early September.
- **California summer vegetable production remains near seasonal peak.** Tomatoes, cucumbers, bell peppers, squash, eggplant, sweet corn, green beans, melons, and specialty vegetables continue producing abundant supplies with excellent quality, strong yields, and attractive pricing.
- **Mexico continues providing dependable import volume** across tomatoes, peppers, cucumbers, avocados, limes, grapes, mangoes, and tropical fruit, helping stabilize North American supplies despite isolated weather and regional production challenges.
- **Seasonal transitions continue impacting several commodities.** Lemons, avocados, asparagus, Brussels sprouts, onions, pineapples, chili peppers, and tender leafy greens remain the primary categories experiencing tighter supplies and elevated pricing, while most summer fruits and vegetables remain plentiful.

🍎 Fruit & Citrus

Item	Current Supply & Pricing	Quality & Notes
Apples ●	Strong supply; stable pricing	New crop harvest continues expanding with excellent sizing, color, and eating quality.
Avocados ●	Tight supply; elevated markets continue	Mexican harvest continues improving gradually, but large fruit remains limited and pricing stays firm.
Bananas ●	Stable imports	Excellent color, quality, and dependable availability.
Grapefruit ●	Moderate supply	Larger sizes remain somewhat limited; internal quality remains excellent.
Limes ●	Good supply; steady pricing	Excellent quality; smaller 200–230 count fruit remains tighter than larger sizes.
Oranges (Valencias) ●	Strong demand	Cosmetic appearance remains variable, but internal quality and juice content are excellent.
Lemons ●	Tight supply; elevated pricing	California crop transition continues; smaller sizes remain difficult to source.

Item		Current Supply & Pricing	Quality & Notes
Cantaloupe	●	Good supply	Peak California production continues delivering excellent sugar content and sizing.
Honeydew	●	Good supply	Excellent eating quality with consistent sizing and strong availability.
Watermelon	●	Strong domestic supply	Outstanding quality with expanding regional production supporting favorable pricing.
Pineapple	●	Tight supply persists	Shipping gaps and variable sizing continue supporting elevated markets.
Grapes	●	Strong domestic supply	Excellent firmness, color, sizing, and flavor across both red and green varieties.
Mangoes	●	Peak summer supply	Excellent flavor, color, and plentiful availability.
Papaya	●	Steady supply	Occasional softness continues on some arrivals.
Kiwi	●	Strong supply	Excellent firmness and overall quality.

Vegetables, Herbs, Greens & Others

Item		Supply / Market Direction	Quality & Issues
Asparagus	●	Tight supplies continue	Thin sizing and occasional quality concerns persist, particularly on imports.
Bell Peppers	●	Good supply	California production remains strong with excellent quality and color.
Chili Peppers	●	Tight supply	Elevated pricing continues as lighter harvests and mixed sizing persist.
Broccoli	●	Moderate supplies	Disease pressure continues affecting yields, though overall quality is gradually improving.
Cauliflower	●	Stable supply	Smaller heads remain common; quality continues improving.
Brussels Sprouts	●	Tight supply	Seasonal transition and disease pressure continue limiting harvest volume.
Celery	●	Moderate supply	Minor fringe burn occasionally reported; markets remain relatively steady.
Carrots	●	Strong supply	Excellent quality with dependable availability.
Spinach / Tender Leaf / Herbs	●	Tight supply	Disease pressure, yellowing, and light weights continue impacting production.
Lettuce (All Types)	●	Demand exceeds supply	INSV, mildew, tip burn, reduced acreage, and light weights continue supporting elevated markets.

Item	Supply / Market Direction	Quality & Issues
Tomatoes ●	Strong supply	California, Eastern U.S., and Mexico continue providing abundant availability and favorable pricing.
Green Beans ●	Good supply	Domestic production remains strong 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.
Tomatillos ●	Good supply	Excellent availability and quality.
Onions ●	Seasonal transition continues	New crop volume continues increasing; markets stabilizing despite limited smaller sizes.
Potatoes ●	Slightly elevated pricing	Storage crop quality continues improving with isolated bruising.
Squash ●	Good supply	Strong production with excellent overall quality.
Eggplant ●	Good supply	Excellent California quality and availability.
Corn ●	Good supply	Excellent quality and consistent availability.

Berries

Strawberries ●

- California production remains strong
- Excellent sizing, firmness, and flavor
- Stable markets expected through next week

Raspberries ●

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

Blueberries ●

- Pacific Northwest production remains near 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 Valley disease pressure continues limiting production through early September.

- ● **Avocado** supplies should continue improving gradually, although elevated pricing is expected to persist while Mexican harvests continue recovering.
- ● **Tomatoes** should remain one of the strongest 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 into September.
- ● **Brussels sprouts** will likely remain elevated as disease pressure and seasonal transitions continue restricting 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 best fruit values as California production continues at seasonal peak.
- ● **Blueberries** are expected to remain abundant as Pacific Northwest harvests continue winding down from peak production with excellent quality.
- ● **California strawberries** should continue delivering excellent quality, stable supplies, and favorable markets through the Labor Day holiday period.