



VINYARD

The Weekly Vine – Produce Market Forecast

September 4 - 10, 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 post-Labor Day demand is expected to normalize, supplies remain well below seasonal averages and elevated markets are expected to continue through at least mid-September.
- **California summer vegetable production continues performing exceptionally well.** Tomatoes, cucumbers, bell peppers, squash, eggplant, sweet corn, green beans, melons, and specialty vegetables remain in peak production with outstanding quality, plentiful supplies, and attractive pricing.
- **Mexico continues providing dependable import volume** across tomatoes, peppers, cucumbers, avocados, limes, grapes, mangoes, and tropical fruit, helping offset localized production challenges and maintain stable availability throughout North America.
- **Seasonal transitions continue affecting select commodities.** Lemons, avocados, asparagus, Brussels sprouts, onions, pineapples, chili peppers, broccoli, and tender leafy greens remain the primary commodities experiencing tighter supplies and elevated pricing, while the majority of summer fruits and vegetables continue offering excellent value.

🍎 Fruit & Citrus

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

Item		Current Supply & Pricing	Quality & Notes
Lemons	●	Tight supply; elevated pricing	California district transition continues; small and medium sizes remain difficult to source.
Cantaloupe	●	Good supply	Peak California production continues delivering excellent sugar content and sizing.
Honeydew	●	Good supply	Excellent eating quality with consistent sizing and plentiful availability.
Watermelon	●	Strong domestic supply	Outstanding quality supported by multiple growing regions and favorable pricing.
Pineapple	●	Tight supply persists	Shipping gaps, lighter arrivals, and variable sizing continue supporting elevated markets.
Grapes	●	Strong domestic supply	Excellent firmness, color, sizing, and flavor across both red and green varieties.
Mangoes	●	Strong import supply	Excellent flavor, color, and plentiful availability from Mexico and South America.
Papaya	●	Steady supply	Occasional softness continues on some arrivals; overall availability remains dependable.
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 continues gradual improvement.
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.

Item	Supply / Market Direction	Quality & Issues
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.
Tomatoes 	moderate supply	California and Mexico continue providing availability. Eastern US crops are finished for the season.
Green Beans 	Good supply	Domestic production remains strong with favorable markets.
Cucumbers 	Good supply	Strong domestic and Mexican production supports stable pricing.
Green Onions 	Very limited supplies	Minor tip burn persists.
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	All new crop Russets – larger sizes are limited
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, 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 plentiful.
- Excellent quality and strong availability.
- Favorable markets 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 restricting production through mid-September.
-  **Avocado** supplies should continue improving gradually, although elevated pricing is expected to persist until larger Mexican harvest volumes become available.
-  **Tomatoes** markets slightly elevated – eastern crops are finished, and availability depends on California and Mexico crops.
-  **Chili peppers** are expected to remain one of the tightest vegetable markets, with elevated pricing likely continuing through 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 near seasonal peak.
-  **Blueberries** are expected to remain readily available with excellent quality as Pacific Northwest harvests gradually wind down.
-  **California strawberries** should continue delivering excellent quality, stable supplies, and favorable markets well into September.