



VINYARD

The Weekly Vine – Produce Market Forecast October 3 thru 9, 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 restricting harvests. While demand has eased slightly with cooler fall weather, supplies remain well below normal and elevated markets are expected to continue into October.
- California fall vegetable production remains strong. Tomatoes, cucumbers, bell peppers, squash, eggplant, sweet corn, green beans, and specialty vegetables continue delivering excellent quality, ample supplies, and competitive pricing despite seasonal acreage reductions beginning in some districts.
- Mexico continues providing dependable import volume across tomatoes, peppers, cucumbers, avocados, limes, grapes, mangoes, and tropical fruit, helping stabilize North American supplies during seasonal transitions.
- Seasonal transitions continue impacting several commodities. Lemons, avocados, asparagus, Brussels sprouts, broccoli, onions, potatoes, pineapples, chili peppers, green onions, and leafy greens remain the primary markets experiencing tighter supplies and elevated pricing, while most hard vegetables and warm-season items continue offering good value.

🍎 Fruit & Citrus

Item	Current Supply & Pricing	Quality & Notes
Apples ●	Strong supply; stable pricing	New crop harvest continues with outstanding color, firmness, sizing, and excellent eating quality.
Avocados ●	Tight supply; elevated markets continue	Mexican production continues improving, but larger sizes remain limited and pricing remains firm.
Bananas ●	Stable imports	Excellent quality with dependable year-round availability.
Grapefruit ●	Moderate supply	Larger sizes remain somewhat limited while internal quality continues to be excellent.
Limes ●	Good supply; steady pricing	Excellent quality. Smaller counts remain tighter than larger fruit.
Oranges (Valencias) ●	Strong demand	Exterior appearance remains variable while internal quality and juice content remain excellent.
Lemons ●	Tight supply; elevated pricing	California district transition continues. Small and medium sizes remain difficult to source.

Item		Current Supply & Pricing	Quality & Notes
Cantaloupe	●	Good supply	Excellent sugar content, sizing, and overall value continue.
Honeydew	●	Good supply	Excellent eating quality with plentiful availability.
Watermelon	●	Strong domestic supply	Multiple growing regions continue supporting excellent quality and competitive pricing.
Pineapple	●	Tight supply persists	Import arrivals remain inconsistent with lighter volume and elevated pricing.
Grapes	●	Strong domestic supply	Excellent quality, color, sizing, and flavor across red and green varieties.
Mangoes	●	Strong import supply	Excellent flavor 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 imported product.
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 & rain from tropical storms continues limiting yields, though overall quality continues improving.
Cauliflower	●	Stable supply	Smaller heads remain common; quality continues gradual improvement.
Brussels Sprouts	●	Tight supply	Seasonal transition and disease pressure continue restricting 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 limiting 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	●	Moderate supply	California and Mexico continue providing good availability. Markets remain slightly elevated as Eastern production concludes.
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 and supplies remain constrained.
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 although smaller sizes remain limited.
Potatoes	●	Slightly elevated pricing	New crop Russets continue shipping; larger sizes remain somewhat limited while supplies improve gradually.
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 steady.
- Excellent sizing, color, and flavor.
- Stable supplies and favorable markets expected through next week.

Raspberries ●

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

Blueberries ●

- Pacific Northwest production continues tapering seasonally while Peruvian imports increase.
- Excellent quality and dependable 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 industry's most volatile commodity as Salinas Valley disease pressure continues limiting production well into October.
-  Avocado supplies should continue improving gradually, although elevated pricing is expected until heavier Mexican harvests develop.
-  Tomato markets are expected to remain slightly elevated as California and Mexico become the primary suppliers for North America.
-  Chili peppers are expected to remain one of the tightest vegetable markets with elevated pricing continuing through October.
-  Brussels sprouts are expected to remain elevated as disease pressure and seasonal transitions continue restricting supplies.
-  Pineapple availability is expected to remain constrained with little immediate market relief.
-  Broccoli, asparagus, potatoes, onions, green onions, and lemons are expected to remain active markets through early October.
-  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 western production winds down seasonally.
-  Blueberries should remain readily available as imported volume replaces the domestic season.
-  California strawberries are expected to continue delivering excellent quality, stable supplies, and favorable markets through early October.