VINYARD

The Weekly Vine
Produce Market Forecast
November 14 - 20, 2026

Market Snapshot
Fresh produce markets enter mid-November in stronger condition with plentiful supplies of apples, citrus, potatoes, onions, carrots, broccoli, cauliflower, celery, and leafy greens. Key inflationary pressure points remain **avocados, berries, asparagus, tomatoes**, **colored bell peppers, and select herbs**, while melon availability continues to tighten seasonally.

Commodity	Availability	Quality	Market Trend	Buyer Notes
🍎 **FRUIT**				
Apples	🟢 Excellent	Excellent	Stable	New crop supplies abundant across all major growing regions with exceptional color, size, and pack-out.
Bananas	🟢 Excellent	Very Good	Stable	Consistent imports from Central America. Promotional opportunities remain favorable.
Citrus	🟢 Excellent	Excellent	Stable to Lower	California and imported citrus volumes increasing. Strong eating quality and improving sizing.
Pineapple	🟡 Good	Good	Slightly Higher	Demand remains steady while tropical weather impacts some harvesting schedules. Plan ahead for larger volume needs.
Melons	🟡 Fair	Good	Higher	Seasonal transition limiting supplies. Quality remains acceptable, but availability is tightening.
Berries	🟡 Good	Good	Firm	Mixed berry markets remain active. Strawberry supplies adequate; raspberries and blackberries continue to see elevated pricing.

🥦 VEGETABLES				
Asparagus	🟡 Good	Good	Higher	Imported supplies dominate the market. Freight and labor pressures continue supporting higher prices.
Broccoli	🟢 Excellent	Excellent	Stable	Strong supplies and favorable growing conditions support steady markets.
Brussels Sprouts	🟢 Excellent	Excellent	Stable	Good production from California with strong quality and ample availability.
Cauliflower	🟢 Excellent	Very Good	Stable	Production remains balanced with reliable quality and promotable supplies.
Carrots	🟢 Excellent	Excellent	Stable	Ample storage supplies with excellent sizing and quality.
Celery	🟢 Excellent	Very Good	Stable	Consistent production and strong yields keeping markets steady.
Mushrooms	🟢 Excellent	Excellent	Stable	Supply and demand remain well balanced across all major varieties.
Onions	🟢 Excellent	Excellent	Stable	Domestic storage onions plentiful with excellent quality and strong availability.
Potatoes	🟢 Excellent	Excellent	Stable	New crop storage supplies readily available. Freight remains the primary cost consideration.
Squash	🟡 Good	Good	Slightly Higher	Seasonal transitions creating lighter supplies, particularly on specialty varieties.
🥬 LEAFY GREENS				
Iceberg	🟢 Excellent	Excellent	Stable	Strong desert production supporting ample supply and excellent quality.
Romaine	🟢 Excellent	Excellent	Stable	Good growing conditions delivering strong yields and consistent quality.
Leaf Lettuce	🟢 Excellent	Very Good	Stable	Green and red leaf supplies remain plentiful with steady demand.
Spinach	🟢 Excellent	Very Good	Stable	Availability continues to improve with favorable harvesting conditions.
Cilantro	🟡 Good	Good	Slightly Higher	Supply fluctuating due to weather-related production challenges in key growing regions.
🌶️ SPECIALTY CROPS				

Avocados	🟡 Good	Very Good	Higher	Strong demand and tightening harvest volumes driving upward pricing pressure.
Bell Peppers	🟡 Good	Good	Firm	Transition between growing regions creating occasional supply gaps, particularly on colored peppers.
Chile Peppers	🟡 Good	Good	Stable to Higher	Regional availability varies by variety. Monitor specialty items closely.
Tomatoes	🟡 Good	Good	Firm	Supply remains adequate, but weather-related impacts in growing regions continue to support pricing.
Tomatillos	🟢 Excellent	Very Good	Stable	Favorable growing conditions supporting good availability and consistent quality.

Summary

Fresh produce markets enter mid-November in generally strong condition with plentiful supplies of apples, citrus, potatoes, onions, carrots, broccoli, cauliflower, celery, and leafy greens. Key inflationary pressure points remain avocados, berries, asparagus, tomatoes, colored bell peppers, and select herbs, while melon availability continues to tighten seasonally.