VINYARD

The Weekly Vine
Produce Market Forecast
November 28 – December 4, 2026

Market Snapshot

Fresh produce markets transition out of the Thanksgiving holiday with generally stable supply and availability across most categories. Demand is expected to soften slightly following the holiday, allowing some commodities to stabilize. Apples, bananas, onions, potatoes, carrots, broccoli, leafy greens, and mushrooms remain well supplied with favorable quality. Markets remain elevated for avocados, asparagus, berries, limes, fresh herbs, and colored bell peppers due to ongoing supply constraints and seasonal production transitions. Tomatoes continue to show moderate pricing pressure from weather-related growing challenges, while melon supplies remain limited as import programs become the primary source.

Commodity	Availability	Quality	Market Trend	Notes
🍎 FRUIT				
Apples	🟢 Excellent	Excellent	Stable	Domestic storage supplies remain abundant with excellent color, sizing, and overall quality.
Bananas	🟢 Excellent	Very Good	Stable	Steady Central American production continues supporting reliable availability and pricing.
Citrus	🟢 Excellent	Excellent	Stable to Slightly Higher	California navels continue gaining volume and quality. Lime supplies remain limited, supporting elevated prices.

Pineapple	🟡 Good	Good	Stable	Import programs remain consistent with occasional freight-related cost fluctuations.
Melons	🟡 Fair	Good	Higher	Seasonal domestic supplies are largely finished, increasing dependence on imports and supporting firmer pricing.
Berries	🟡 Good	Good	Firm	Post-holiday demand eases slightly, but raspberry and blackberry supplies remain tight. Strawberry quality remains strong.
🥦 **VEGETABLES**				
Asparagus	🟡 Marginal	Fair	Higher	Imported supplies remain limited with elevated freight costs maintaining upward market pressure.
Broccoli	🟢 Excellent	Excellent	Stable	Favorable growing conditions continue providing strong harvests and plentiful supplies.
Brussels Sprouts	🟢 Excellent	Excellent	Stable	Holiday demand subsides, allowing markets to level despite continued strong movement.
Cauliflower	🟡 Good	Good	Firm	Supplies improve slightly following Thanksgiving, though markets remain above seasonal averages.
Carrots	🟢 Excellent	Excellent	Stable	Storage supplies remain plentiful with dependable sizing and quality.
Celery	🟢 Excellent	Very Good	Stable	Demand returns to normal post-holiday levels while supplies remain adequate.

Mushrooms	🟢 Excellent	Excellent	Stable	Production remains balanced with steady demand across all major varieties.
Onions	🟢 Excellent	Excellent	Stable	Domestic storage onions continue to provide ample volume and strong quality.
Potatoes	🟢 Excellent	Excellent	Stable	Supplies remain abundant. Freight continues to be the primary cost consideration.
Squash	🟡 Good	Good	Slightly Higher	Seasonal transitions continue impacting select hard squash and specialty varieties.
🥬 **LEAFY GREENS**				
Iceberg	🟢 Excellent	Excellent	Stable	Desert production regions continue reporting favorable weather and strong yields.
Romaine	🟢 Excellent	Excellent	Stable	Consistent harvest schedules supporting reliable availability and quality.
Leaf Lettuce	🟢 Excellent	Very Good	Stable	Green and red leaf supplies remain abundant with moderate demand.
Spinach	🟢 Excellent	Very Good	Stable	Strong growing conditions continue supporting quality and supply.
Cilantro	🟡 Good	Good	Firm	Weather variability continues affecting harvest schedules, creating periodic supply fluctuations.
🌶️ **SPECIALTY CROPS**				
Avocados	🟡 Good	Very Good	Firm to Higher	Supplies remain adequate, but limited harvest volumes continue supporting elevated pricing.

Bell Peppers	🟡 Good	Good	Firm	Colored pepper supplies remain tighter than green peppers during production transitions.
Chile Peppers	🟡 Good	Good	Stable	Most varieties remain available, though regional variability persists.
Tomatoes	🟡 Good	Good	Firm	Round, Roma, grape, and cherry tomato markets remain slightly elevated due to weather-related production challenges.
Tomatillos	🟡 Good	Good	Unstable / higher	Availability is uneven due to weather, pricing up and down.

Key Watch Items This Week

- 🥑 **Avocados:** Markets remain elevated with limited harvest volumes.
- 🌿 **Fresh Herbs & Cilantro:** Weather variability continues to impact availability.
- 🍋 **Limes:** Tight supplies continue supporting higher prices.
- 🍈 **Melons:** Seasonal supply decline keeps markets firm.
- 🌶️ **Colored Bell Peppers:** Production transitions continue to limit supply.
- 🍅 **Tomatoes:** Weather-related production challenges remain a market concern.