



October MARKET UPDATES

October brings major harvest transitions across the U.S., with California's Salinas Valley nearing the end of its season and growers preparing to move south into the Arizona/California desert region by early November. The ongoing heat, humidity, and insect pressure continues to challenge yields in lettuce, romaine, broccoli, and cauliflower. For the time being, expect increased pricing until desert production stabilizes.

Hurricane Priscilla in Mexico caused temporary shipping disruptions and minor quality issues in berries, limes, and some peppers. East Coast areas are stable with ample supplies of bell peppers, cucumbers, zucchini, and corn. New-crop apples and pears from Washington and Michigan show excellent color and sugar levels. Grapes remain in great condition, although California's season will wind down soon.

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As always, if you need assistance navigating market changes or making substitutions, give us a call.

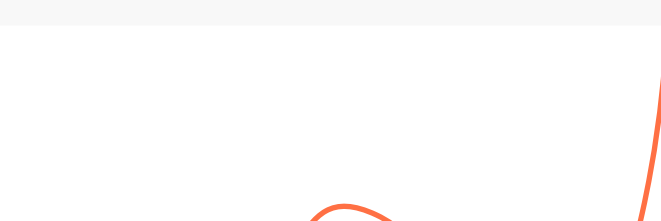
APPLES

PRICE STEADY



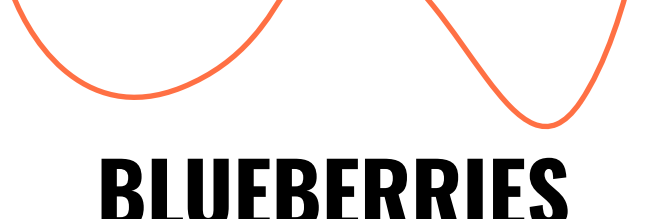
AVOCADOS

PRICE STEADY



BANANAS

PRICE STEADY



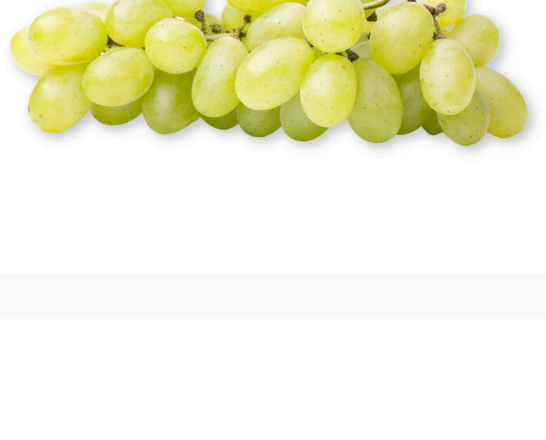
BLACKBERRIES

PRICE INCREASE



BLUEBERRIES

PRICE INCREASE



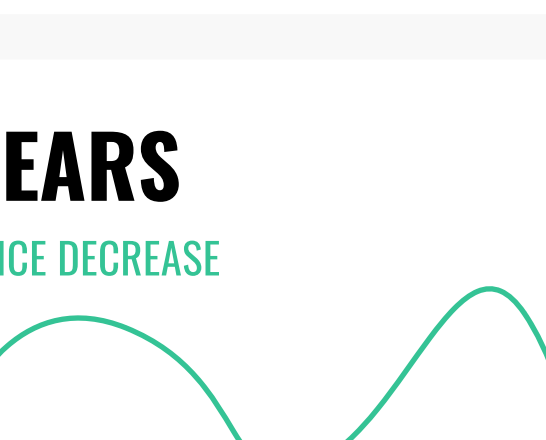
CANTALOUPE

PRICE INCREASE



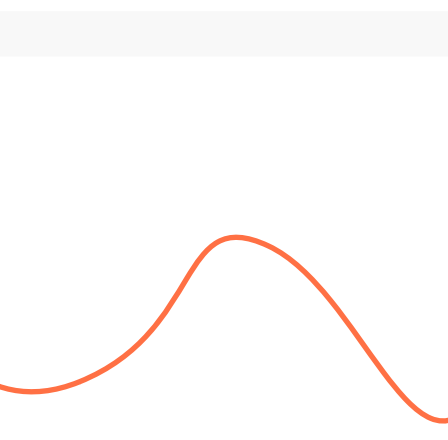
GRAPES

PRICE STEADY



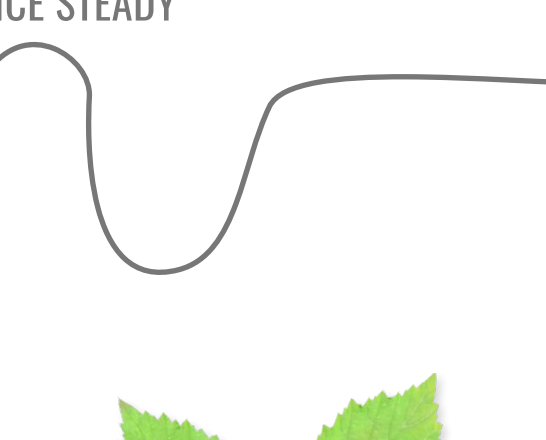
LEMONS

PRICE INCREASE



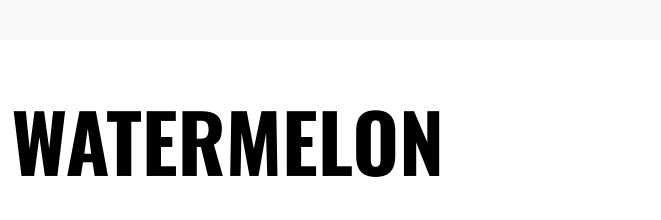
LIMES

PRICE INCREASE



ORANGES (VALENCIA)

PRICE INCREASE



PEARS

PRICE DECREASE



STRAWBERRIES

PRICE INCREASE



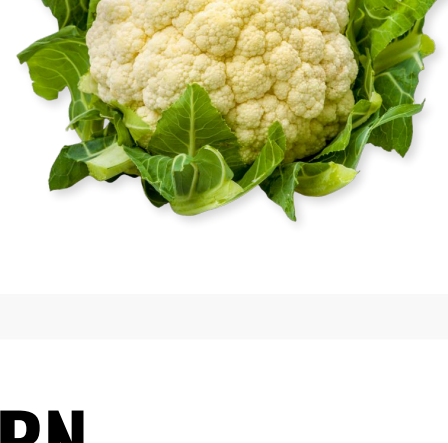
RASPBERRIES

PRICE STEADY



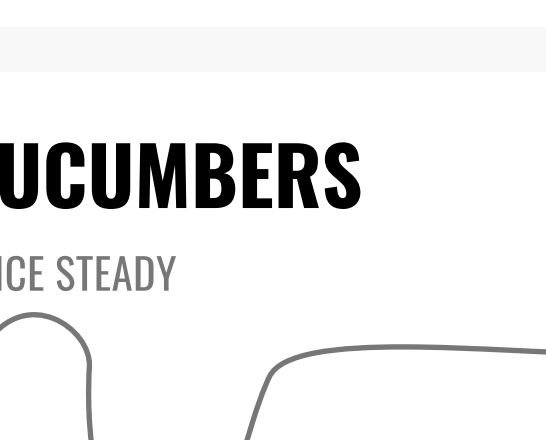
WATERMELON

PRICE STEADY



ASPARAGUS

PRICE INCREASE



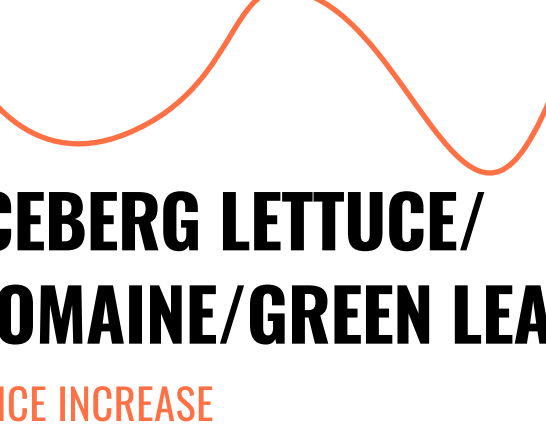
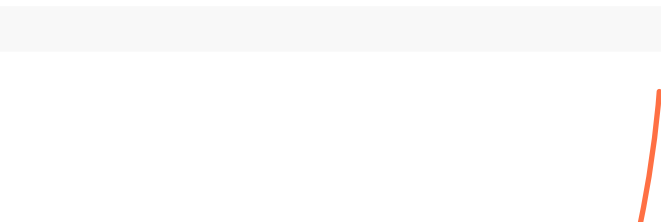
BROCCOLI

PRICE INCREASE



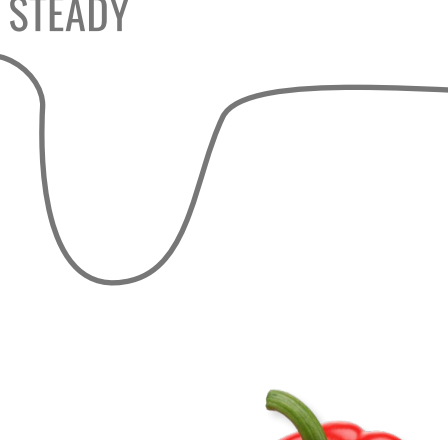
BRUSSELS SPROUTS

PRICE DECREASE



CAULIFLOWER

PRICE INCREASE



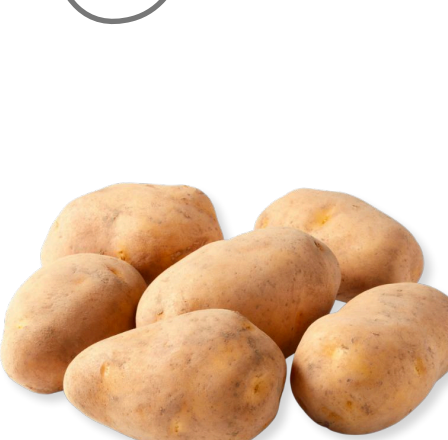
CELERY

PRICE INCREASE



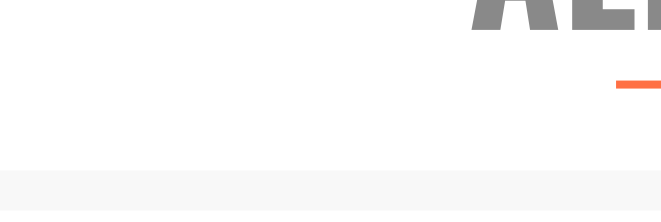
CORN

PRICE STEADY



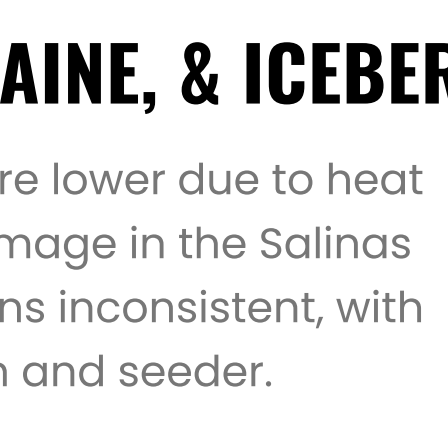
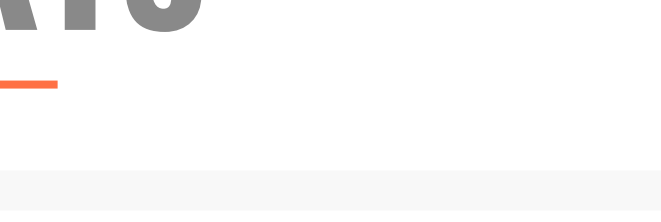
CUCUMBERS

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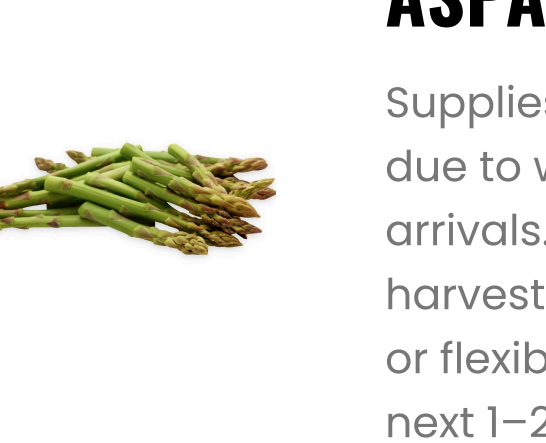
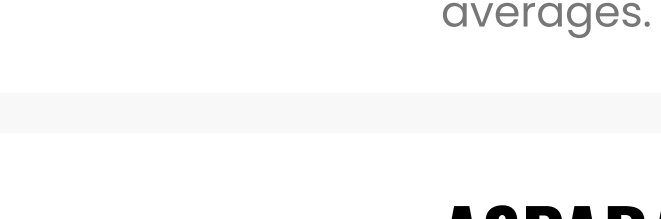
EGGPLANT

PRICE STEADY



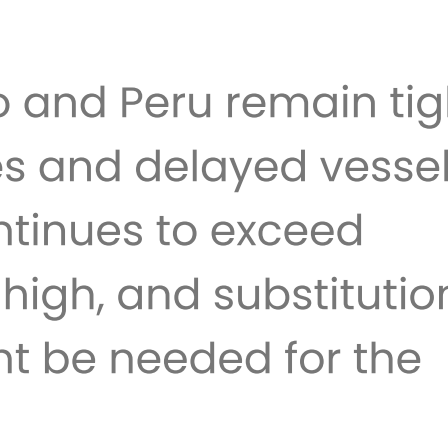
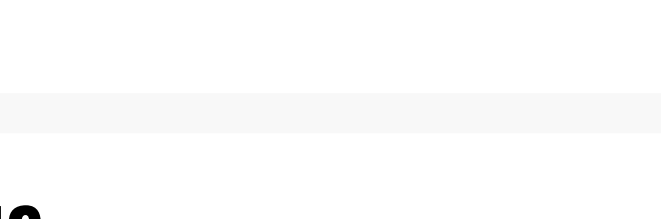
ICEBERG LETTUCE/ ROMAINE/GREEN LEAF

PRICE INCREASE



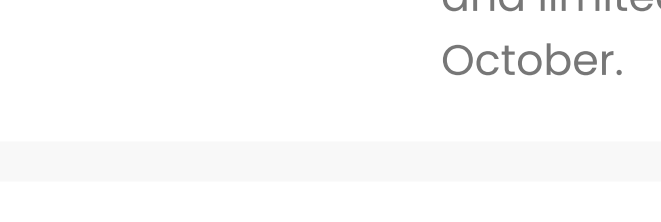
PEPPERS

PRICE STEADY



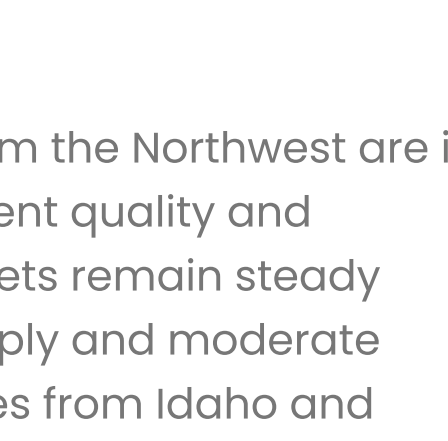
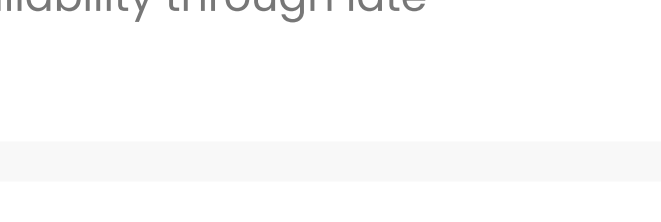
SQUASH (YELLOW & ZUCCHINI)

PRICE STEADY



POTATOES

PRICE STEADY

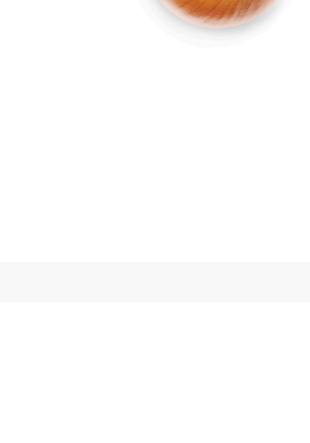


Special ALERTS



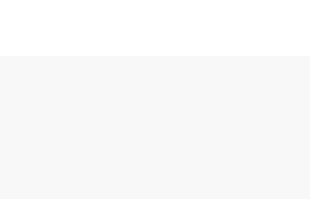
LETTUCE, ROMAINE, & ICEBERG

Yields and weights are lower due to heat stress and insect damage in the Salinas Valley. Quality remains inconsistent, with reports of fringe burn and seeder.



BROCCOLI & CAULIFLOWER

Markets remain at extreme levels across all regions. Persistent heat, rain, and insect pressure have significantly lowered yields and caused mildew, pin rot, and discoloration. Most growers are prorating orders and struggling to keep up with averages.



ASPARAGUS

Supplies from Mexico and Peru remain tight due to weather issues and delayed vessel arrivals. Demand continues to exceed harvest. Markets are high, and substitutions or flexible sizing might be needed for the next 1-2 weeks.

BRUSSELS SPROUTS

Extremely limited supplies and low yields persist as growers wait for new fields to mature. Insect pressure and internal browning are common, though visible quality remains good. Expect higher prices and limited availability through late October.

ONIONS

New-crop onions from the Northwest are in full swing with excellent quality and consistent size. Markets remain steady thanks to strong supply and moderate demand. Freight rates from Idaho and Oregon are slightly higher, but the overall outlook is stable and favorable for buyers.

POTATOES

The Idaho Norkotah and Burbank harvest is in progress with good yields and uniform sizes. Quality remains strong thanks to ideal growing conditions, and prices are steady after late-summer declines.