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CONNECTING FARMS | EMPOWERING KITCHENS™

Crop Update

November 25, 2026

A Welcome Exhale



As we head into Thanksgiving, I'm reminded of how fortunate we are to work in an industry built on relationships. From growers and harvest crews to truck drivers, warehouse teams, customers, and suppliers, there are a lot of good people behind every load that moves across the country. Fresh produce has a way of bringing people together, and we're thankful to play a small part in helping deliver healthy food to tables across the country.

From a market standpoint, there's plenty to be thankful for as well. The transition to Yuma is largely behind us, supplies continue to improve across the lettuce category, and many of the pressures that defined the past month are beginning to fade. Demand has naturally eased following the Thanksgiving pull, while ideal growing conditions in the desert have allowed supplies of iceberg, romaine, and green leaf to build. Quality remains good overall and markets continue to trend lower, giving us a much smoother supply picture than we faced just a few weeks ago. In fact, lettuce pricing is running at roughly a quarter of last year's levels, a welcome change from the volatility we've experienced throughout much of the fall.

The cooking vegetables continue to lag behind the leafy greens, but there are finally signs of improvement. Cauliflower remains elevated and supplies are still tighter than we'd like, but availability has improved compared to recent weeks. Broccoli is following a similar pattern as additional desert acreage comes online. While neither market is completely out of the woods, the outlook today is considerably better than it was during the height of the transition.

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Strawberries remain one of the more challenging categories. Florida production is underway, but recent heavy rains have limited harvests and slowed what many hoped would be a quicker ramp-up. Supplies from Baja and Central Mexico also remain below normal following earlier weather disruptions. Markets have eased somewhat, but supplies remain snug and fill rates continue to be inconsistent. Additional Florida volume should gradually improve the situation as we move deeper into the season.



Potatoes are settling into what looks to be a long storage season. Harvest is complete, and yields finished well below last year's crop. The Thanksgiving pull has passed, allowing some relief on smaller sizes, but 40-70 count potatoes remain limited, with most shippers continuing to peak on 80 count cartons. Freight out of the Northwest remains expensive and difficult to secure, adding pressure to landed costs and keeping the overall market firm. While availability should improve compared to the holiday rush, transportation will remain a major factor in pricing and service levels through the remainder of the quarter.

Meanwhile, onions continue to be one of the more promotable categories in produce. Supplies are plentiful, quality is excellent, and markets remain favorable heading into December.

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As we gather around the Thanksgiving table this week, we're grateful for the people who make this business so rewarding. We're also fortunate to work in an industry where increased consumption is a good thing. More fruits and vegetables on more plates is a win for everyone. Looking ahead, lettuce markets have found their footing in Yuma, cauliflower is beginning to show signs of improvement, and strawberry supplies remain the category most likely to test buyers as we head into the final month of the year.

