General Produce

Volume 44, Week 46

November 9, 2026

FRESH PICKS



This Veterans Day, November 11th, we pause to recognize and thank all the brave men and women who have served our country. We are incredibly grateful for your courage, dedication, and sacrifice. Join us as we take a moment to honor the veterans who have given so much to protect our freedom.

Please note that General Produce will be open during our **normal operating hours** and will maintain our regular delivery schedule on Veterans Day, Wednesday, November 11th. We wish everyone a safe and meaningful holiday!

ALERT



Avocado supplies remain tight as harvesting was largely suspended in late October. Harvesting has since resumed, but it will take several days for product to move through packing, transportation, and distribution before supplies begin to recover. Prices will remain elevated until volumes stabilize.

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Fruit Update

Apples: **Apple** season is here, and volume on almost all varieties has improved. For now, prices and supplies are holding firm. Fruit continues to skew larger in size, and foodservice sizes are currently running a little tight. Expect steady conditions and prices again this week. Quality is good.

Avocados: **Avocados** are coming from Mexico, where market conditions have tightened. Both supply and prices have firmed up compared to last week. Quality is still good. Expect conditions to hold firm for the week with increased prices.

Bananas: **Banana** shipments have been impacted by hurricanes, leading to low volume and some quality issues. Expect tight conditions again this week.

Berries: **Blackberry** conditions are firm but steady. Crop is currently coming from Mexico. Prices and demand are both firm, while production and supply are steadily increasing. Expect firm conditions this week and into next week.

Blueberries are coming from both Mexico and Peru. Prices are still firm, and quality is good. Expect steady conditions for this week and into next. Prices will remain firm now that all supply is being imported.

Raspberries are doing well. Crop is coming from Mexico. Volume is expected to continue increasing. Quality is also good, and conditions are expected to be steady this week.

Strawberry supply out of Mexico has been affected by weather, and the California season is also ending. On top of weather issues, production in Mexico and Baja are off to an extremely slow start. Currently, quality is poor, and supply is down. Meanwhile, demand is holding firm, leading to elevated pricing and tight market conditions.

Citrus: Conditions for **lemons** are steady again this week as the Ventura and Oxnard seasons are coming to an end, and crop is transitioning to the Yuma region. Crop continues peaking in larger sizes, making smaller sizes hard to find. Expect firm prices for the week. Quality is good.

Limes are still experiencing quality issues, and production is slowing. Crop is currently coming from Mexico and is transitioning to Peru. Additionally, fruit is still skewing smaller in size, and larger sizes are becoming hard to source.

Valencia orange season is winding down and **navel** season is picking up. Smaller sizes are being more readily available, but prices are holding firm. Quality continues to be poor, and firm market conditions are expected again this week.

Grapes: The domestic **grape** season is also winding down, and imported crop is entering the market. Quality of imported crop is not great, especially for **greens**. Prices will hold firm, though, as we transition.

Pears: Washington **bartletts** are in full production. Quality is good, and prices are firm. However, foodservice sizes are tight.

Melons: Both **cantaloupe** and **honeydew** domestic seasons are winding down, and crop is starting to come from Yuma. Prices are firming up due to the increased cost of transportation. Expect firm conditions.

Tomatoes: **Tomatoes** are coming from California and Mexico. The domestic season is winding down. Conditions for **grapes** and **cherries** have tightened, and **rounds** and **romas** are also tight again this week. Expect overall prices for all varieties to be elevated this week. Conditions may stay firm until the end of the year.



Vegetable Update

Asparagus: **Asparagus** is still struggling and will potentially continue to struggle until after Thanksgiving. Production in Mexico was impacted by a hurricane, and production in Peru has gotten off to a slow start. Quality is still poor, and prices remain elevated.

Bell Peppers: Conditions for **bell peppers** are tightening as the Coachella season is off to a very slow start. Production has been impacted by weather, and lower supply has led to increased prices. Quality is good for now, but conditions will remain firm for the week and most likely into next week, too.

Broccoli & Cauliflower: **Broccoli** supply continues to improve, but conditions are still firm. Crop is currently coming from Mexico and Salinas. Salinas fields continue to be affected by pest pressure, and the recent weather has also affected quality. Expect average or below average quality, and prices will hold firm again this week and into next.

Cauliflower conditions have also improved but remain firm. Supply continues to come from Mexico and the Central Valley. Similar to broccoli, fields in the Central Valley have been experiencing pest pressure, leading to lower volume and tighter market conditions. Crop is also still experiencing some quality issues, leading to firmer prices. Expect similar conditions throughout the week.

Brussel Sprouts: **Brussel sprout** supply and production are starting to improve after being impacted by pest pressure. Supply is still down, and quality is poor. Expect firm but steady conditions this week.

Carrots: **Carrots** have begun their transition, as well. Overall, supplies are holding steady, and quality is also good. Conditions are holding steady during the transition period.

Celery: **Celery** supply is still steady this week. Crop is currently coming from Salinas and Oxnard. Conditions are expected to be steady into next week, too. Expect good supply, good quality, and firm pricing.

Cucumbers: **Cucumber** production is also steady. Crop is currently coming from Baja, and prices are firm again this week. Quality is good. Expect firm conditions this week as demand is keeping prices firm but steady.

Lettuces: **Iceberg** is still experiencing tight conditions as fields have been affected by disease pressure. Volume has been impacted significantly, and quality is very poor. Prices are elevated. However, we expect conditions to improve as we transition to Yuma in the coming weeks. Until then, conditions will be firm.

Romaine and **green and red leaf lettuces** are also being affected by disease pressure but not as intensely as iceberg. Expect firm prices for all varieties and poor quality.

Tender leaf lettuce supplies are experiencing steady conditions. Crop is currently coming from Oxnard, Yuma, and Mexico. Prices are firm, and quality is good.

Onions & Potatoes: Conditions for **onions** are firm, and prices are also firm due to strong demand and transportation costs. Crop is leaning toward smaller sizes, making larger sizes more scarce.

Green onions are starting to see improved conditions, and prices are beginning to lower after months of tight conditions.

Potatoes are still experiencing firm conditions. Crop is peaking in medium sizes, and large sizes are tight. Quality is good.



BUTTERNUT SQUASH FLATBREAD

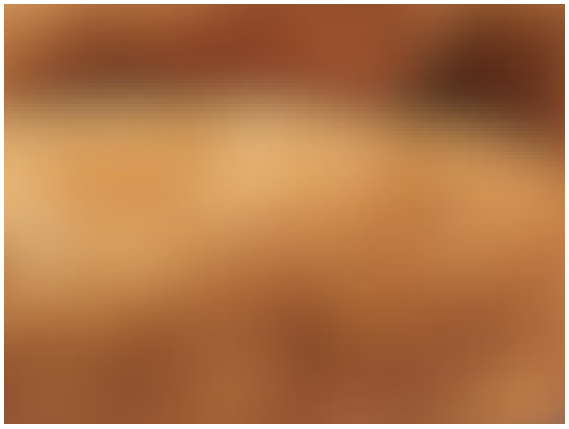
Quick Directions: Top naan or flatbread with roasted butternut squash, caramelized onions, goat cheese, and a drizzle of balsamic glaze. Bake at 400°F for 8–10 minutes.

DID YOU KNOW?

Potatoes were first cultivated in the Andes Mountains of South America more than 7,000 years ago.

PRODUCE TRIVIA

Which vegetable comes in more than 4,000 varieties worldwide?



Answer revealed next week!

Answer to last week's riddle: Parsley is a leafy herb commonly used in pesto alongside basil.

STORAGE TIP OF THE WEEK

Store whole onions in a cool, dry place with good airflow. Keep away from potatoes and avoid sealed plastic bags.

For updated prices and availability, contact us at

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General Produce
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