



MARKET UPDATES

Week of July 06, 2026



Seafood

SEASONAL SPOTLIGHT

- Starting this week, the Seafood spotlight will include an oyster of the week at a super **aggressive price** to give you a profit maker for your Oyster Special. This week's Oyster of the Week is:
- Royal Cup Oyster, 3"-3.5", 100 Ct (#HAC72),
Source: Massachusetts

SEASONAL SPOTLIGHT

- This week's seasonal spotlight items are:
- Wild Sockeye Fillet 1-1.5 lb. Fillet (#EH038)
Source: USA
Available for deliveries all week long.
- Oyster Shucked Select Gallon (#WB660)
Source: Chesapeake Bay
Available for deliveries all week long.
- Advance notice is appreciated to ensure we pull enough inventory to meet demand.

View the full Seasonal, Fresh, Specialty Seafood list, including our Oyster List, here: <https://blackriverproduce.com/resources/updates/#regional-seafood>

SWORDFISH

- Price holding firm.

HALIBUT FILLET

- Price holding firm.

DRY SCALLOPS

- Prices holding steady.

FAROE ISLAND SALMON

- Slight price decrease.

CHILEAN SEA BASS

- Chilean seabass fillet remains out of stock. No ETA.

WILD SALMON

- Reminder: Wild King Salmon Fillets (#GH436) are currently available (pre-orders only).
- Supplies will remain sporadic.
- Orders should be placed normally in the system, and the seafood team will follow up if issues.
- Skip-day notice is required, except on weekends, as purchases are made daily Monday through Friday.

Cheese & Dairy

VON TRAPP FARMSTEAD

- New Item: Savage, an organic raw cow's milk Alpine-style cheese aged 8-12 months.
- Flavor profile features bold, sharp notes of caramelized onion and beef broth.
- Savage Quarter Wheel 4/6 lb Avg. (#BJC64).
- Savage Quarter Wheel 1/6 lb Avg. (#BJC65).

HALLOUMI CHEESE

- Halloumi Cheese (#L9038) continues to experience supply issues. There is currently no ETA

JASPER HILL FARM

- Pre-orders are now open for the fall release of Moses Reaper, Withersbrook Blue, and Winnimere.
- Moses Reaper will be offered in both 4/1 lb and the new 9/8 oz size.
- Order deadline is July 17.
- Contact your sales representative for additional information.

Specialty Grocery

VERMONT TORTILLA

- Production delays continue as the vendor completes the transition to its new facility.
- Product is now expected to be available by the end of July

ECO BEAN

- Vendor has reformulated its dressings to use avocado oil in place of sunflower oil.
- Existing inventory will be sold through before transitioning to the new formulation.

NANTUCKET CRISPS

- Vendor has reformulated all chips to use avocado oil. Pack sizes have changed from 5 oz to 4.5 oz and from 2 oz to 1.625 oz.
- New item codes are currently being created.
- Additional updates will be shared once the new codes are available.

VERMONT NUT FREE CHOCOLATES

- New Milk Chocolate Caramel Cups and Dark Chocolate Caramel Cups will be available soon.
- Item codes are currently being created and will be shared once available.

New / Reactivated Codes

#ADG04	Almond milk	12/32oz	Perfect Taste	Now Stocking.
#ADG02	Oat milk	12/32oz	Perfect Taste	Now Stocking.
#HC236	Chicken wings O.R. rotisserie style fully cooked	2/5lb	West Creek	Now Stocking.
#41318	Bacon Slice 3.5" round fully cook Avg 192ct	1/4.4 lb	Fast 'N Easy	Now Stocking.
#CV810	Appetizer Jalapeno popper cream cheese stuffed	4/3lb	Roma	Now Stocking.
#GB034	Onion Rings Beer Battered 5/8"	4/2.5 Lb	Atlantic Gold	Now Stocking.
#FN402	Egg patty scrambled round 3.5" cage free	120/1.5 Oz	Abbotsford Farms	Now Stocking
#BEE94	Pickle dill kosh chip crinkle cut 5/16"	5 gal	PFG Branded	New. Stocked.
#GP938	Pickle dill kosh whle 55-65 ct	5 gal	PFG Branded	New. Stocked.
#VH858	Pickle kosher dill spear 300-350 ctt	5 gal	PFG Branded	New. Stocked.
#BHA20	Cavatappi	2/10 lb	Riviera Pasta	New. Stocked.
#93960	Penne Rigate	2/10 lb	Riviera Pasta	New. Stocked.
#93950	Spaghetti	2/10 lb	Riviera Pasta	New. Stocked.
#93942	Linguine	2/10 lb	Riviera Pasta	New. Stocked.

Oyster Weekly Profit Maker! 07.06.26

Description	Size Avg.	Unit	Source	Item #	Available for Deliveries
America's Royal Cup	3"-3.5"	100ct	Massachusetts	HAC72	Avail 7/07-7/18

All season long we will feature an **aggressively priced oyster** of the week to help you boost your bottom line. The featured oyster will be stocked for 7 -10 days while supplies last. Cash in and make it your oyster special!

America's Royal Cup: Bright Cape Cod Bay brine layered with subtle natural sweetness, finishing clean, smooth, and elegantly balanced. Hand sorted, elevated growing systems maximize water flow while keeping shells remarkably clean.



Save Big!

Produce

APPLE CIDER

- Sunrise Orchards will be gapping until late August.
- Carlson Orchard out of Massachusetts will supply cider during the gap. Carlson codes are as follows:
- Apple Cider Pint 15 ct (#VA712).
- Apple Cider Gallon 4 ct (#VA714).
- Apple Cider Half Gallon 9 ct (#VA716).

BLACKBERRIES CV/OG

- Supplies remain somewhat limited as Mexican production continues to see lighter volume due to seasonal pruning.
- Overall quality remains fair to good.
- California harvests are expected to increase, improving availability over the coming weeks.

BLUEBERRIES CV/OG

- Mexican production continues its seasonal decline following several weeks of strong shipments.
- Quality remains good with excellent bloom and flavor.
- Minor heat-related defects continue to be reported.
- Pacific Northwest harvest has begun.
- Quality is excellent.
- Supplies are expected to steadily increase over the coming weeks, helping relieve market pressure.

BROCCOLI CV/OG

- Quality is good. Supplies have improved.
- Browning and pin rot continue to be reported.

BROCCOLINI

- Quality good; supplies remain limited.

BRUSSELS SPROUTS

- Market remains unchanged.
- Quality is fair. Supplies remain limited.
- Growers continue to combat insect pressure and internal browning.

CAULIFLOWER CV/OG

- Quality is good. Supplies continue to improve.
- Market is trending upward.

CARROTS

- Quality is good.
- Supplies have improved.
- Market has finally recovered.

CELERY CV/OG

- Quality and supplies have improved.
- Disease pressure continues, particularly on organic celery, but overall quality and supplies look good.
- Organic celery remains at the Extreme level.

CORN

- Steady supplies continue from Florida.
- Georgia production is beginning to increase.
- Quality is good.
- Local production is typically expected mid- to late July.

CUCUMBERS

- Market remains unchanged.
- Nogales and McAllen supplies tightening as season winds down.
- Good supply available from Florida and South Georgia.
- Quality good across all regions.

FENNEL

- Lower field yields have created a supply shortage.
- Pricing is expected to remain escalated until supplies improve.

GRAPES

- Quality is beginning to decline on Mexican fruit as the season winds down.
- Domestic grape production is expected to begin within the next few weeks.

LETTUCE

- Iceberg quality is good but supplies remain extremely limited.
- Weights are light and head size remains small.
- Romaine and Romaine Hearts quality is good.
- Quebec growers are helping supplement limited western supplies.

LIMES

- Supplies continue to improve despite ongoing rainfall in Mexico.
- Sizing challenges persist in Mexico and other regions.
- Moderate quality issues, including oleocellosis, continue to be reported.

MELONS

Cantaloupe – EXTREME

- Most Yuma shippers have finished early.
- Remaining supplies are extremely limited.
- Whitefly/virus pressure continue to impact availability.

Honeydew – EXTREME

- California harvest begins next week with light volume
- Supplies are expected to improve in the next two weeks.

Watermelon

- Supplies have tightened due to reduced western production.
- Southeastern growers are carrying most U.S. demand.
- Holiday demand will put upward pressure on pricing through mid-July.

ONIONS

- New Mexico production has slowed due to lower yields and seeder issues.
- California growers are managing transition-related volume challenges.
- Supplies remain limited across all sizes and colors.
- Pricing has increased rapidly.
- Production is expected to improve within the next few weeks.

ORANGES

- Supplies have transitioned primarily to new Valencia crop.

PEPPERS (GREEN BELL)

- Market remains unchanged.
- Quality is good across all growing regions.
- Supplies remain light out of South Florida.
- Mexico is nearing the end of the season, with limited volume crossing through McAllen.
- Nogales is expected to wrap up shortly.
- South Georgia is expected to begin harvesting with good volume within the next two weeks.

Produce

continued

POTATOES

- Markets continue to strengthen and size profile has shifted to finish out last year's crop.
- Smaller count sizes (70–120 ct) remain plentiful.
- Larger sizes (40–60 ct) continue to tighten.
- Suppliers are closely monitoring inventories and quality to ensure enough product to last through transition to new crop.

PEPPERS

- Green Bell Pepper quality is good out of all regions.
- Light supply out of South Florida, México is about done and will see limited volume crossing through McAllen.
- Nogales should be wrapping up for the season very soon. South Georgia will start with good volume in two weeks.

RASPBERRIES CV/OG

- Supplies remain well supported by strong Mexican production.
- Quality continues to be excellent with outstanding color, firmness, and flavor.
- Peak production is expected to continue for the next several months.

STONE FRUIT

- Reminder: Red Cherries 18 lb (#72972) from Washington are now available.
- Reminder: Pennsylvania stone fruit production suffered significant losses from a late freeze. Our primary grower is reporting approximately 80% crop loss, with early varieties completely lost. Current projections point to a mid-July start at the earliest. Alternative sourcing options are being explored to help offset shortages but expect availability to be extremely limited this year.
- Yellow Peaches, volume filled (#EL674), are now in stock from the Carolinas.

SNOW/SNAP PEAS

- Guatemalan supplies have declined due to ongoing rainfall affecting production and quality.
- Peruvian production remains limited.
- Mexican production has concluded for the season.

STRAWBERRIES

- Fruit quality remains strong across both conventional and organic programs.
- Size, firmness, and overall appearance remain excellent.
- Only minor bruising continues to be reported.
- Our Massachusetts grower has completed the season.
- Vermont supplies remain limited due to impact of rainfall on harvest.

SWEET POTATOES

- The sweet potato market has tightened as the industry moves through the final stretch of the 2025 storage crop.
- Nationwide supplies remain limited, but inventories are gradually declining particularly on premium U.S. No. 1 grades and larger counts.

TOMATOES

- Round tomato volume is expected to decline in Western Florida. Production will transition to South Carolina and South Georgia.
- Consistent supplies are expected from both regions before transitioning to Tennessee and North Carolina by July 10.
- Quality is good across all growing regions.
- Local cherry and grape tomatoes expected to begin arriving the last week of June.

ZUCCHINI/YELLOW SQUASH

- Green and yellow squash supplies remain steady.
- Massachusetts has begun limited production.
- Vermont-grown product is expected by mid-week.



Coming Soon
July 8th!



WHOLLY
HAND-SCOOPED
AVOCADO