



MARKET UPDATES

Week of July 20, 2026



Seafood

WEEKLY OYSTER PROFIT-MAKER

- This week's Seafood Spotlight's Oyster of the Week is:
- **Lighthouse Queen Oysters** 3" - 3.5" 100ct (#BEP12)
- Available for deliveries 7/23-7/25.
- Source: Massachusetts.
- Priced aggressively! Perfect for weekly specials.

SEASONAL SPOTLIGHT

- This week's seasonal spotlight items are:
- Snapper Whole 1 – 2 Lb. Each (#NW880)
- Source: Varies
- Available 7/23-7/25
- Skate Wing Fillet 6 – 12 Oz. Lb. (#NW884)
- Source: USA
- Available 7/23-7/25
- 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

- Prices are holding steady.

HALIBUT FILLET

- Expecting a slight price increase.

FAROE ISLAND SALMON

- Pricing has decreased slightly.

DOVER SOLE

- Dover sole, (#WB680) has moved to a late-line item with a 10 lb minimum order.

SMOKED TROUT

- Smoked Trout (#EH728) will remain out of stock until mid-August due to raw material shortages.

CHILEAN SEABASS FILLETS

- Chilean Seabass Fillets (#WA666) remain out of stock with no estimated arrival date.

WILD KING SALMON FILLETS

- Wild King Salmon Fillets (#GH436) remain available by pre-order only.
- Seafood purchases directly from the market Monday through Friday.
- Please allow skip-day notice, (except on weekends).
- Supplies will remain sporadic, and the Seafood Department will follow up regarding availability.

Specialty Grocery

McCLURE'S HONEY

- A price increase across all SKUs will take effect July 23 due to higher ingredient and production costs.

VERMONT NUT FREE CHOCOLATES

- New Mini Caramel Cups are expected to land by the end of July.
- Milk Chocolate Mini Caramel Cups (#BKF82).
- Dark Chocolate Mini Caramel Cups (#BKE74).
- New items will be featured in August Harvest Highlights and Retail Ad Planner with Introductory pricing. Great for back to school.

VEGAN CREAMERS

- Reminder: Now stocking oat, soy and coconut vegan creamers from Oatly, Perfect Taste and Pacific Foods.

APPETIZERS

- Reminder: Newly stocked Roma brand Mozzarella Sticks (#HD634) and Jalapeno Poppers (#CV810) are now in stock and ready to go.

Cheese & Dairy

BLUE LEDGE FARM

- Middlebury Blue will be gapping for approximately two weeks.
- Middlebury Blue Wedge, 6/8 oz (#WA568).
- Middlebury Blue Wheel, 1/6 lb (#WB498).

HALLOUMI

- After an extended supply gap, Halloumi is expected to arrive by the end of this week.

LACTALIS YOGURTS

- Green Mountain Creamery and Brown Cow Yogurts implemented a price increase effective this week.
- The increase affects all Green Mountain Creamery quart yogurts and all Brown Cow cup yogurts.

VERMONT WINNERS!

- Read [our blog](#) and learn more about the Vermont cheesemakers who stole the show at this year's American Cheese Society Awards. Awards were announced on July 8, 2026 where **15 Vermont cheese makers were awarded 54 ribbons!** Every Vermont maker who entered won an award! <https://blackriverproduce.com/library/>

New / Reactivated Codes

#BKF82 Milk Chocolate Mini Caramel Cups
#BKE74 Dark Chocolate Mini Caramel Cups

Vegan Creamers

#ADG04 Almond milk
#ADG02 Oat milk
#VJ282 Milk Oat Barista
#J9436 Milk Soy Barista Series
#GC540 Milk Coconut Barista Series

Reminder:

#HD634 Mozz sticks
#CV810 Cream cheese stuffed jalapeno poppers
#HC236 Chicken wings O.R. rotisserie style fully cooked
#41318 Bacon Slice 3.5" round fully cook Avg 192ct
#CV810 Appetizer Jalapeno popper cream cheese stuffed
#GB034 Onion Rings Beer Battered 5/8"
#FN402 Egg patty scrambled round 3.5" cage free

Vermont Nut Free Chocolates
Vermont Nut Free Chocolates

Landing late July.
Landing late July.

12/32 Oz	Perfect Taste	Now Stocking.
12/32 Oz	Perfect Taste	Now Stocking.
12/32 Oz	Oately	Now Stocking.
12/32 Oz	Pacific Foods	Now Stocking.
12/32 Oz	Pacific Foods	Now Stocking.

6/2 Lb	Roma	Now Stocking.
4/3 Lb	Roma	Now Stocking.
2/5lb	West Creek	Now Stocking.
1/4.4 lb	Fast 'N Easy	Now Stocking.
4/3lb	Roma	Now Stocking.
4/2.5 Lb	Atlantic Gold	Now Stocking.
120/1.5 Oz	Abbotsford Farms	Now Stocking.



View them all ^



Produce

APPLE CIDER

- Sunrise Orchards was unable to supply cider year-round and will be gapping until late August.
- During the gap, Carlson Orchard (MA) cider will be available:
- 15/Pints (#VA712).
- 4/Gallons (#VA714).
- 9½ Gallons (#VA716).

ASPARAGUS

- The asparagus market remains active, with demand continuing to exceed available supply.

BLACKBERRIES CV/OG

- Blackberry supplies remain limited, with no production currently available from Mexico.
- California continues its seasonal ramp-up, with Watsonville fruit showing excellent size, flavor, and overall quality.
- Organic production continues to develop following cooler-than-normal weather.
- Conventional volumes are expected to increase gradually through the end of July
- Organic harvest anticipated in the first week of August.

BLUEBERRIES CV/OG

- Blueberry production continues its seasonal transition as Mexican supplies decline and harvest activity increases in California and the Pacific Northwest.
- Overall quality remains excellent.

BROCCOLI CV/OG

- Quality and supplies are good.
- Reports of browning and pin rot continue.

BROCCOLINI

- Quality is good, but supplies remain limited.

BRUSSELS SPROUTS

- Quality and supplies are good.

CAULIFLOWER CV/OG

- Quality and supplies are good.
- Insect pressure continues to increase.

CARROTS

- Quality is good, and supplies have improved.
- The market has finally recovered.

CELERY CV/OG

- Quality and supplies have improved.
- Disease pressure remains a concern, particularly on organic celery.
- Organic celery remains at the **Extreme** market level.

CORN

- Regional corn supplies are experiencing intermittent gaps due to limited rainfall.
- Vermont-grown corn is expected to begin arriving by mid-to late week.

CUCUMBERS

- Supplies crossing through Nogales and McAllen continue to tighten as the season winds down.
- Eastern supplies from Florida and South Georgia remain good.
- Quality is good across all shipping regions.

FENNEL

- Lower field yields continue to limit supplies.
- Markets are expected to remain escalated until production improves.

GRAPES

- The transition to California fruit is underway.
- Fruit quality is outstanding, with large berries, minimal shatter, and excellent Brix levels.

LETTUCE

- Iceberg lettuce quality is good, and supplies remain limited but continue to improve.
- Romaine and Romaine Hearts quality and supplies are good.
- Organic Romaine Hearts remain at the Extreme market level.

LIMES

- Supplies continue to improve despite heavy rainfall across Mexico.
- Sizing challenges persist throughout Mexico and other Central American growing regions.
- Moderate quality pressure continues, including oleocellosis.

MELONS

- Honeydew and cantaloupe supplies continue to improve.
- Temporary substitutions to 9-count cantaloupes and 5-count honeydews were necessary to maintain inventory.
- Standard 12-count cantaloupes and 6-count honeydews are expected to return next week.

ONIONS

- New Mexico production remains limited due to lower yields and seeder issues.
- California growers continue to work through transition challenges with reduced volume.
- Limited supplies across both regions have tightened availability on all sizes and colors while pushing pricing higher.
- Production is expected to improve in the next few weeks.

ORANGES

- Shipments have mostly transitioned to new Valencia crop.

PEPPERS

- Quality is good across all growing regions.

POTATOES

- The market continues to strengthen as size profile shifts while storage supplies of last year's crop wind down.
- Suppliers are seeing a shift toward smaller size profiles (70–120 count), while 40–60 count potatoes have become tighter.
- Inventories are being managed closely to bridge supplies until the new crop while monitoring for quality concerns.

RASPBERRIES

- Supplies remain favorable, supported by peak production in Mexico and improving harvest activity in Watsonville.

SNOW/SNAP PEAS

- Supplies continue to improve as production increases in Guatemala.
- Availability is expected to strengthen each week as additional volume enters the market, supporting more consistent supply.



STONE FRUIT

- Limited volumes of Pennsylvania and South Carolina peaches continue to arrive.
- Supplies remain very limited, with weekly availability dependent on harvest conditions.
- Additional California stone fruit is being brought in to help supplement regional availability.

STRAWBERRIES

- Fruit quality remains strong across both conventional and organic programs, with good size, firm texture, and excellent overall appearance.
- Only minor bruising has been reported.
- Massachusetts production has concluded for the season.
- Vermont supplies remain limited as recent rainfall has affected harvesting.

SWEET POTATOES

- The market continues to tighten as the industry moves through the final stretch of the 2025 storage crop.
- Nationwide supplies remain limited, particularly on premium U.S. No. 1 grades and larger counts.

TOMATOES

- Round tomato volumes were lighter this week in Tennessee and North Carolina, primarily due to rain delays.
- Quality is mixed across all growing regions.

Oyster Weekly Profit Maker! 07.20.26

Description	Size Avg.	Unit	Source	Item #	Available for Deliveries
Lighthouse Queen Oysters	3" - 3.5"	100ct	Massachusetts	BEP12	Available 7/22 - 7/25

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!

Lighthouse Queen Oysters: Briny enough to know it's from the ocean Cape Cod Bay, sweet enough to keep things interesting. These oysters strike the perfect balance. Multiple grow methods that maximize water flow and keep shells clean, smooth and uniform. Size: 3" - 3.5".



Save Big!