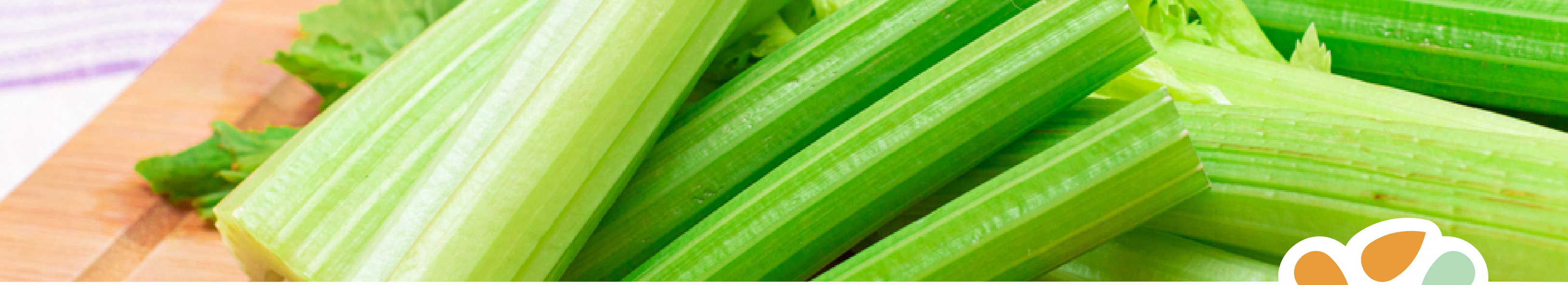


May 22, 2026

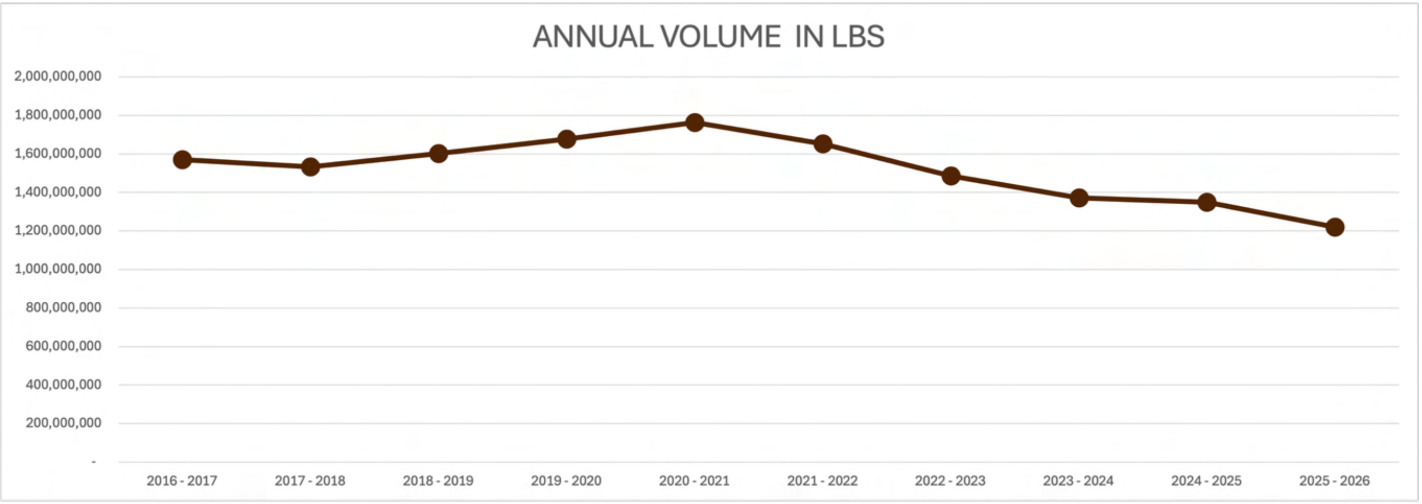
# ANNUAL REPORT OF THE CELERY MARKET IN THE UNITED STATES

The celery sector has experienced a clear structural contraction over the last decade, establishing a downward trajectory within the U.S. fresh produce market. Driven by a significant decline in domestic output from Central California and South California, these deep volume drops have served as the primary catalysts behind the overall reduction in market supply across the United States.

This document presents the evolution of the celery market in the last decade, as well as a more specific focus between the years 2023 to 2026, as well as a count of the main destinations to which the United States exported celery in 2025.

To have the most up-to-date information possible, this report covers the period from May 1, 2025, to April 30, 2026.

## TOTAL ANNUAL VOLUME OF CELERY BETWEEN 2016 AND 2026




Over the last decade, celery experienced sustained volume growth until the 2020-2021 season, establishing a solid upward trajectory. However, after that peak period, the market experienced a notable turnaround, and each consecutive year has recorded lower marketed volume than the previous one. This continuous decline ultimately resulted in the 2025-2026 season being the lowest marketed volume in the last decade, closing out the cycle with a sharp drop of 8.40% compared to the previous year. Furthermore, when taking a broader historical view and comparing the 2015-2016 season directly against 2025-2026, the overall volume drop has reached a substantial 22.34%, highlighting a significant structural contraction in the category over the ten-year span.

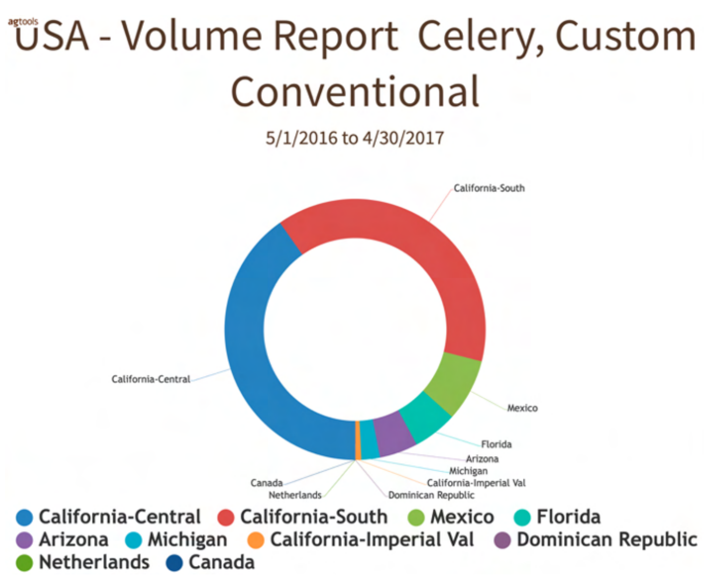
## ANNUAL CELERY VOLUME BETWEEN 2016 AND 2025

| Period | Volume (Lbs) | Growth (%) |
|---|---|---|
| 2016 - 2017 | 1,570,566,040 | -2.22% |
| 2017 - 2018 | 1,533,125,992 | -2.38% |
| 2018 - 2019 | 1,602,777,040 | 4.54% |
| 2019 - 2020 | 1,677,076,223 | 4.64% |
| 2020 - 2021 | 1,763,693,313 | 5.17% |
| 2021 - 2022 | 1,651,877,398 | -6.34% |
| 2022 - 2023 | 1,486,627,650 | -9.86% |
| 2023 - 2024 | 1,371,779,258 | -7.73% |
| 2024 - 2025 | 1,349,434,064 | -1.63% |
| 2025 - 2026 | 1,219,762,603 | -8.40% |

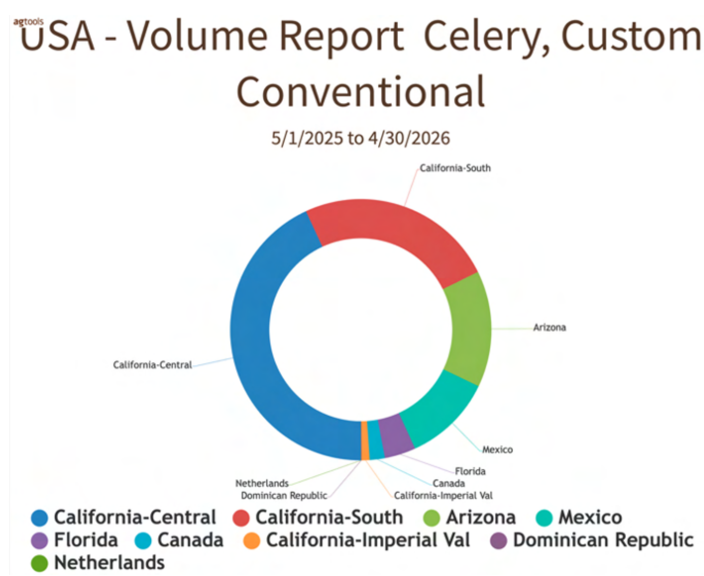
When evaluating the numbers over the last decade, the sharpest volume contraction occurred during the 2022-2023 season, recording an 9.86% drop compared to the previous year. Notably, over the last ten years, only three seasons (2018-2019, 2019-2020, and 2020-2021) managed to achieve a volume increase compared to the previous year. In contrast, the remaining periods all recorded lower volumes than their preceding cycles, firmly reinforcing the continuous downward trend in the commercialization of this vegetable.

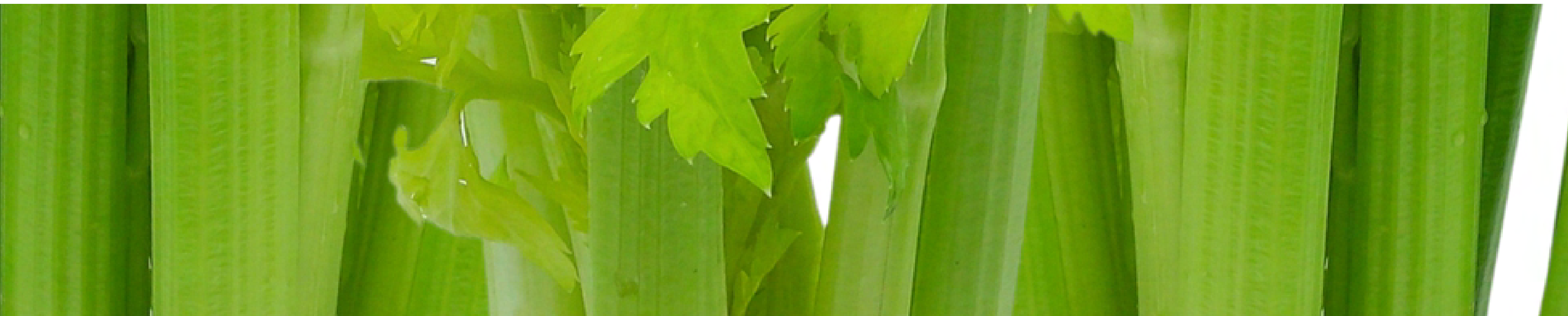
## COMPARISON OF MARKET SHARES BY PRODUCING REGION

### 2016 - 2017




### 2025 - 2026



When analyzing the shift in supplying regions over the last decade, the market transitioned from 10 active regions in the 2016-2017 season to 9 regions in 2025-2026, with the sole structural change being Michigan, which contributed to production a decade ago but no longer records active volume. In terms of market leadership, Central California and South California continue to stand as the two most dominant producing regions. Meanwhile, the top 5 remains comprised of Arizona, Mexico, and Florida, although their relative order of importance has shifted over the last ten years; notably, Mexico fell from the top 3 to the top 4 position, while Arizona climbed from the top 5 to claim the top 3 spot.

## GROWTH COMPARATIVE OF TOP 5 REGIONS OF CELERY IN 10 YEARS

| Region | 2016-2017 | % Share | 2025-2026 | % Share | Growth (Lbs) | Growth (%) |
|---|---|---|---|---|---|---|
| California - Central | 631,923,744 | 40.24% | 525,718,276 | 43.10% | (106,205,468) | -16.81% |
| California - South | 607,746,196 | 38.70% | 299,967,920 | 24.59% | (307,778,276) | -50.64% |
| Arizona | 74,964,872 | 4.77% | 175,910,616 | 14.42% | 100,945,744 | 134.66% |
| Mexico | 121,711,979 | 7.75% | 134,937,289 | 11.06% | 13,225,310 | 10.87% |
| Florida | 86,179,420 | 5.49% | 47,101,696 | 3.68% | (39,077,724) | -45% |
| Rest of the Regions | 48,039,829 | 3.05% | 36,126,806 | 3.15% | (11,913,023) | -24.80% |
| Total | 1,570,566,040 | 100% | 1,219,762,603 | 100% | (350,803,437) | -22.34% |

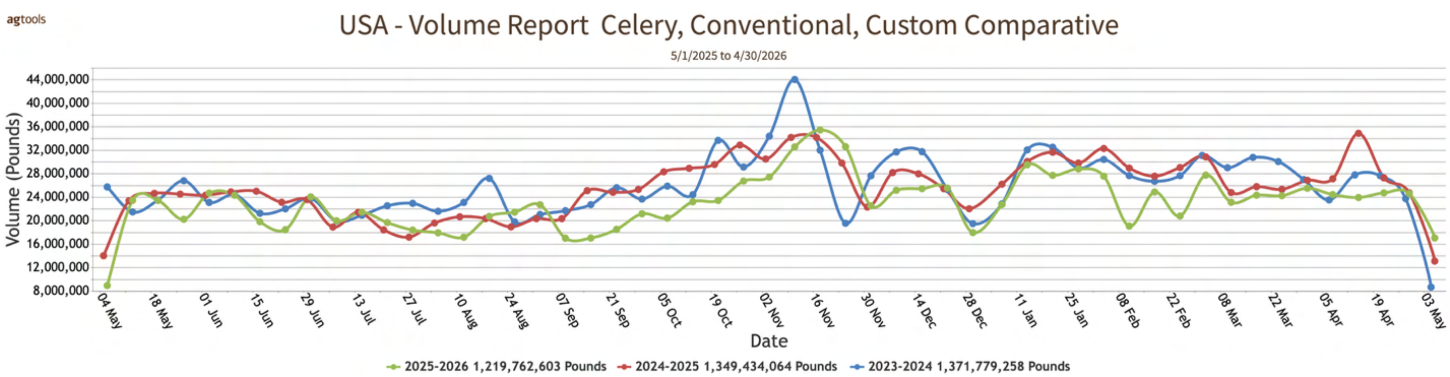
In terms of market share over the last decade, Central California continues to dominate the market participation despite experiencing a 16.81% volume drop. Meanwhile, South California, despite maintaining its position as the top 2 region, has experienced a severe volume contraction of more than 50%. In contrast, Mexico and Arizona stand out as the only regions within the top 5 to register volume growth over the last ten years, expanding by 134.66% and 10.87%, respectively.

## GROWTH OF THE MAIN REGIONS IN 2025-2026

| Location | Volume (Lb) | Difference (Lb) | Variance | Var% |
|---|---|---|---|---|
| California-Central | 525,718,276 | 39,224,876 | less than same period 2024 - 2025 | -6.94 |
| California-South | 299,967,920 | 112,617,624 | less than same period 2024 - 2025 | -27.30 |
| Arizona | 175,910,616 | 23,392,472 | more than same period 2024 - 2025 | 15.34 |
| Mexico | 134,937,289 | 12,915,229 | more than same period 2024 - 2025 | 10.58 |
| Florida | 47,101,696 | 1,686,128 | less than same period 2024 - 2025 | -3.46 |
| Canada | 22,865,574 | 2,133,539 | less than same period 2024 - 2025 | -8.53 |
| California-Imperial Val | 12,052,880 | 8,524,860 | more than same period 2024 - 2025 | 241.63 |
| Dominican Republic | 993,151 | 516,701 | less than same period 2024 - 2025 | -34.22 |
| Netherlands | 215,201 | 551,422 | less than same period 2024 - 2025 | -71.93 |
| TOTAL VOLUME | 1,219,762,603 | 111,897,729 | less than same period 2024-2025 | -8.4% |

Analyzing the last 12 months reveals that both California regions (Central and South) experienced a significant downturn, recording volume drops of 6.94% and 27.20%, respectively. In contrast, Arizona and Mexico expanded their supply during this period, with a special mention for California's Imperial Valley, which surged by an outstanding 241.63%. However, the upward momentum in these growing regions was not sufficient to compensate for the severe contractions elsewhere, ultimately resulting in an overall market contraction of 8.40% compared to the previous year.

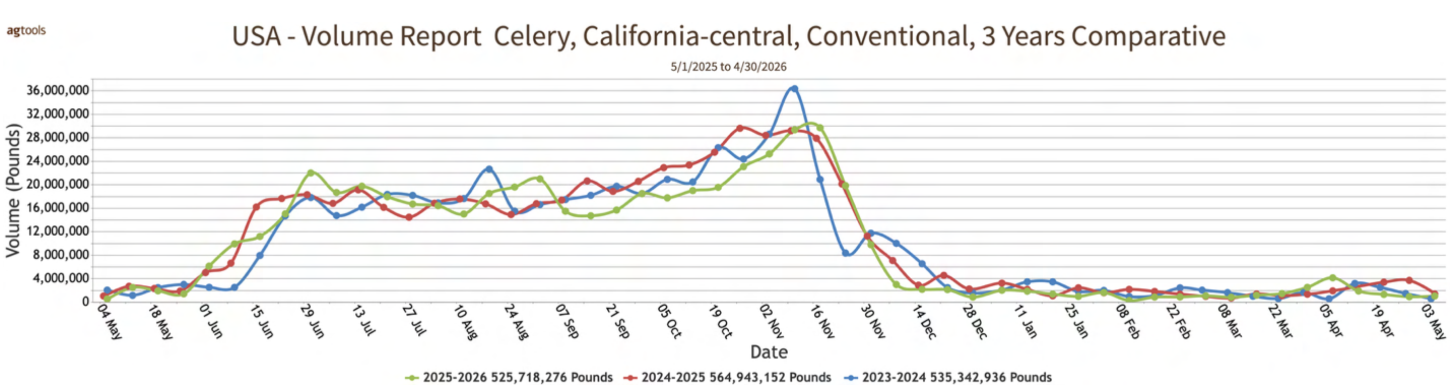
## 3-YEAR COMPARISON OF WEEKLY VOLUME OF THE TOTAL CELERY MARKET




Analyzing the market over the last three years, as previously noted, the 2025-2026 period experienced a sharp contraction in volume. Furthermore, a clear year-over-year downward trend is evident, with volume steadily decreasing with each passing season, ultimately positioning this current cycle as the lowest volume recorded across the entire decade.

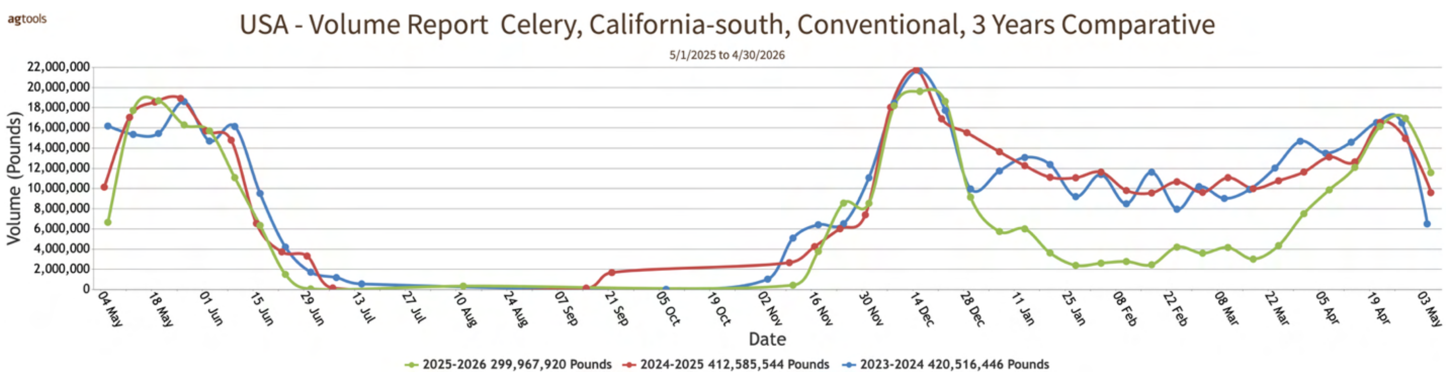
Additionally, weekly tracking reveals that virtually every single week recorded lower volume compared to previous years. These supply contractions were most pronounced during the windows stretching from September to mid-November 2025, and from mid-January to early March 2026.

## 3-YEAR COMPARISON OF CALIFORNIA CENTRAL CELERY WEEKLY VOLUME IN THE U.S. MARKET



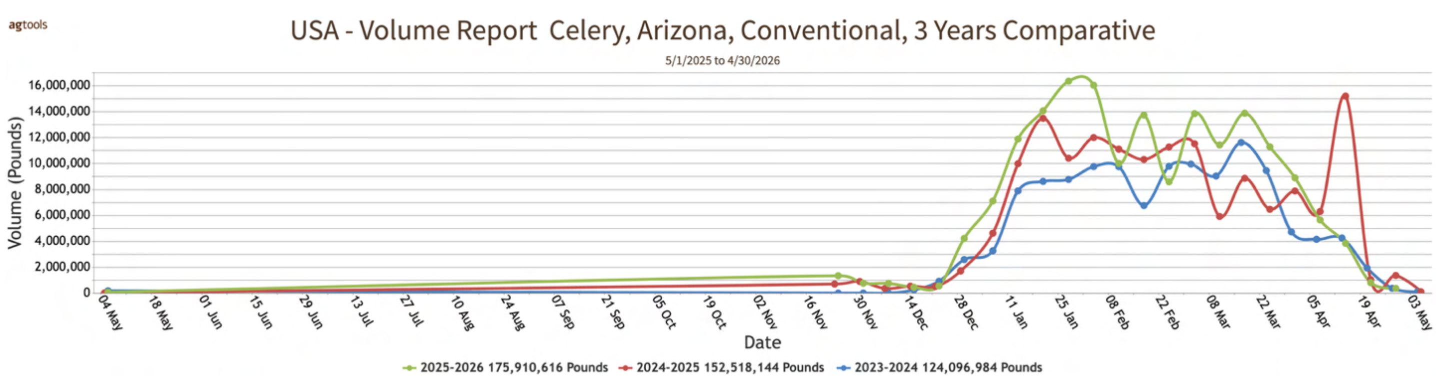
Analyzing Central California, the leading celery region in the U.S., we observe the previously mentioned drop of 6.94% compared to last year. However, in sharp contrast to the total market volume, which has maintained a consecutive decline over the last five years, Central California experienced a temporary volume recovery during the 2024-2025 season with respect to its preceding year.
It even presented a few weeks during June, late August, and early September where the weekly volume outperformed the previous year.

## 3-YEAR COMPARISON OF CALIFORNIA SOUTH CELERY WEEKLY VOLUME IN THE U.S. MARKET




On the other hand, South California registered a far more dramatic volume contraction, posting a 27.30% drop compared to the previous year. This downturn was heavily concentrated during the months of January, February, and March 2026, which was directly related, among other factors, to the impact of the El Niño phenomenon in Oxnard, causing severe flooding across the region at the beginning of the year.

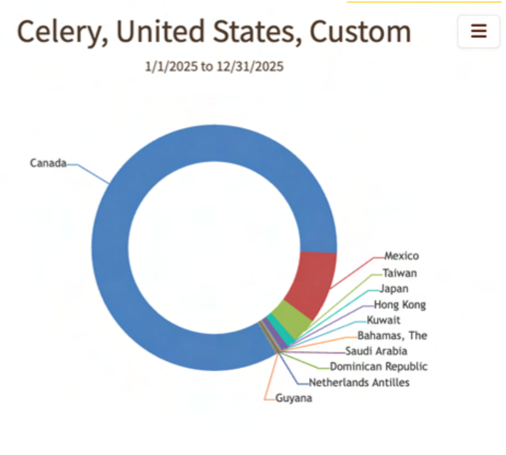
## 3-YEAR COMPARISON OF ARIZONA CELERY WEEKLY VOLUME IN THE U.S. MARKET



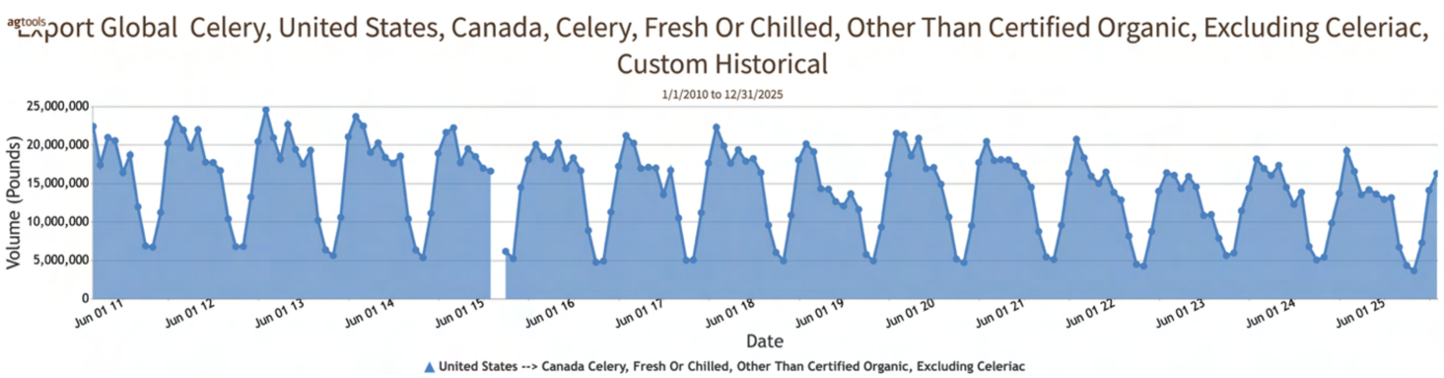

Arizona, on the other hand, recorded a notable expansion in its production with a 15.34% increase compared to the previous year, achieving the highest volume for this region over the last decade. This performance was driven by sustained growth practically every single week, even shattering the 16 million-pound weekly threshold during a couple of weeks—a historic record milestone for the region.

# MAJOR INTERNATIONAL DESTINATIONS FOR U.S. CELERY SHIPMENTS (2025)

| Country | Total Volume Price (USD) | Total Volume (Lb) |
|---|---|---|
| Canada | $64,062,847.00 | 143,708,273.75 |
| Mexico | $7,242,556.00 | 25,612,532.20 |
| Taiwan | $2,569,492.00 | 7,171,930.89 |
| Japan | $924,796.00 | 2,910,140.29 |
| Hong Kong | $673,912.00 | 1,794,794.37 |
| Kuwait | $131,210.00 | 131,313.78 |
| Bahamas, The | $119,335.00 | 127,021.39 |
| Netherlands Antilles | $60,699.00 | 108,972.16 |
| Sint Maarten | $17,800.00 | 62,417.20 |
| Saudi Arabia | $86,721.00 | 59,350.58 |




When analyzing the top 10 destinations for U.S. celery exports in 2025, Canada stands out as the absolute leader, accounting for 84% of total exports with a volume exceeding 140 million pounds. Mexico and Taiwan complement the top three, recording 25.60 million and 7.17 million pounds exported to these destinations, respectively. Meanwhile, Japan and Hong Kong round out the top five, demonstrating that outside of its North American neighbors, the Asian market positions itself as a robust and critical hub for U.S. celery distribution.




Focusing specifically on Canada, the historical data reveals that export volumes over the last decade have remained remarkably consistent, albeit experiencing a slight downward trend in recent years.

In conclusion, the U.S. celery market faces a clear structural contraction, culminating in the 2025-2026 season recording its lowest volume of the decade. While regional shifts have allowed Arizona and Mexico to expand their market footprint, and the Imperial Valley to experience a notable surge, these gains were heavily offset by severe climate-driven disruptions from El Niño in Southern California and ongoing declines in Central California.