

PRO*ACT

Crop Update

March 19, 2025

High pressure builds out west following weeks of rain, winds and cold temperatures. The high-pressure system is forecast to strengthen and stall over the southwest through next week. This will bring very warm temperatures (upper 80s to low 90s) to the desert regions and above average temperatures to Central and Southern California.

The warm temperatures in the Southwestern Desert regions will increase insect populations as well as heat related problems (tip/internal burn, seeders, weaker texture) as the season winds down.

In the transition region of Central California (Huron) harvests are set to begin this week with lettuce and leaf items. Recently cool temperatures, rains and hail in the region have impacted some of the acreage. Many stands are showing signs of insect intrusion with numerous small insects (gnats, aphids, thrips) reported. This looks to remain a problem through the brief transition period.

With the end of the rains growers are currently evaluating the fields in the Salinas and Santa Maria Valleys. The precipitation will likely increase mold, mildew and disease pressure in these upcoming stands. These spring crops were planted over the winter and have been in the ground for a long time, providing ample opportunities for problems to arise in the fields. In between recent storm systems, these stands have seen generally good growing conditions this season with harvests set to begin in late March.

On the bright side moderate demand has kept supplies in check and upcoming weather patterns look favorable. This should help crops return to a more seasonal growth cycle and improve yields and quality.

