

The Source

Commodity of the Month - Avocado

MARKET ALERTS

Blackberries: The market is very tight, but improved supplies are expected by the end of October, mainly from central Mexico.

Blueberries: Demand currently exceeds supply, but we expect improved imports from Peru and Central Mexico by late October, gradually increasing through November.

Oranges: As the Valencia season nears its end, markets remain strong, but supplies will be extremely limited in the coming weeks, with contracts taking priority. Many shippers have completed packing, leading to gaps before the domestic navel season begins around October 21st. Quality is fair, with reports of decay and soft fruit due to extreme heat.

Tomatoes: Prices are expected to rise over the next 3-4 weeks as production shifts to Florida. The crops in Tennessee and North Carolina were significantly affected by Hurricane Helene, causing Northern Florida to lag 1-2 weeks behind schedule. A new hurricane is approaching the Tampa area, a key tomato-growing region. Due to high demand in the East, sourcing has moved to McAllen, Baja, and California, driving up prices for round and Roma tomatoes. Meanwhile, grapes are in moderate supply, but prices are beginning to firm.

OCTOBER 9, 2024

CROP UPDATES

The heat wave will ease in California's coastal regions, but desert areas will stay unseasonably warm, affecting leafy greens with heat-related defects. Florida braces for Hurricane Milton, delaying plantings and threatening crops already in the ground, especially in Central Florida. [Read more](#)

WEATHER

Arizona - Temperatures will remain above seasonal averages through the weekend, with highs in southwest Arizona and southeast California reaching 100-106°F, and lows in the mid-60s to 70s. Light southwesterly winds prevail.

California - Temperatures in the region will cool as high pressure weakens through Thursday, with morning lows ranging from mid-40s to upper 50s. A low-pressure system on Friday will bring temperatures closer to seasonal averages.

Florida - Hurricane Milton is advancing east, bringing destructive winds, heavy rainfall, and life-threatening storm surges, expected to land in Florida and enter the Atlantic later today.

Mexico - Dry weather through October 12th with stable temperatures, highs in the low 70s to 80s, and overnight lows in the 50s to 60s.

FREIGHT

This week we see the effects of warm temperatures in the Salinas Valley adding extended times cooling product direct from the field. Be advised that shipping delays are resulting from the warm weather.



IN PEAK SEASON



Table of Contents



[Apples](#)



[Citrus \(Grapefruit\)](#)



[Lettuce Tender Leaf](#)



[Asparagus](#)



[Citrus \(Lemon\)](#)



[Melon \(Cantaloupe\)](#)



[Avocados](#)



[Citrus \(Limes\)](#)



[Melon \(Honeydew\)](#)



[Bell Peppers](#)



[Citrus \(Oranges\)](#)



[Melon \(Watermelon\)](#)



[Berries \(Blackberries\)](#)



[Cucumbers](#)



[Mushroom](#)



[Berries \(Blueberries\)](#)



[Eggplant](#)



[Onions](#)



[Berries \(Raspberries\)](#)



[Garlic](#)



[Pears](#)



[Berries \(Strawberries\)](#)



[Grapes \(Green\)](#)



[Pineapples](#)



[Broccoli](#)



[Grapes \(Red\)](#)



[Potatoes](#)



[Brussel Sprouts](#)



[Green Onions](#)



[Squash](#)



[Carrots](#)



[Kale](#)



[Stone Fruit](#)



[Cauliflower](#)



[Lettuce Iceberg](#)



[Tomatoes](#)



[Celery](#)



[Lettuce Leaf](#)

Commodity Updates



Apples

All major apple varieties have transitioned into new crop harvest, with the exception of Pink Lady apples, which will start at the end of the month. Overall volume is down across nearly all varieties compared to last year, particularly for Granny Smiths. Additionally, size profiles are skewing larger, which poses a challenge for the food service industry, as smaller sizes are in high demand due to competition with retail bag packs. The one exception is small Galas, where there are currently ample supplies of 125/138s.

Commodity/Region	Supply	Price	Quality
Hudson, New York (September - June)	Steady	\$\$\$	Good



Asparagus

Asparagus supplies on both coasts are gradually improving, with production slowly increasing in Baja and Sonora, Mexico. As temperatures cool, we expect a significant boost in supply. Peruvian asparagus is also seeing steady growth in volume. With the port strike resolved, growers are reporting excellent quality. We anticipate even better availability from both Mexico and Peru as we move into November.

Commodity/Region	Supply	Price	Quality
Caborca (Year Round)	Steady	\$\$\$	Fair
Ciudad Obregon (Year Round)	Steady	\$\$\$	Fair
Peru (Year Round)	Steady	\$\$\$	Fair



Avocados

Markets are stable as the Adventajada crop begins to emerge alongside the Flora Loca crop. Dry matter levels for both crops are approximately 26%, minimizing the risk of checkerboarding. The Loca crop is about 50% harvested, and with ample fruit still on the trees, Mexico is selectively size-picking based on their shipping preferences.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
California (April - July)	Light	\$\$\$	Good



Bell Peppers

Supply remains stable out of California, though sizes have decreased slightly as we prepare to transition to Coachella in late October/early November. Some peppers are still coming from local areas, but this will wrap up soon. Georgia has started light production, with markets trending upward due to Hurricane Helene's impact. Expect reduced supplies and declining quality. Red bell peppers continue to hold steady at current price levels.

Commodity/Region	Supply	Price	Quality
California (May - October)	Steady	\$\$\$	Good
Ohio/NC/MI/NJ (June - September)	Light	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

Key Partners



Commodity Updates



Berries (Blackberries)

ALERT

The market remains extremely tight; however, we anticipate improved supply numbers by the end of October, primarily from central Mexico.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Light	\$\$\$	Fair



Berries (Blueberries)

ALERT

We are currently facing a market where demand exceeds supply. However, we expect imports from Peru and Central Mexico to show improved numbers in the last week of October, gradually enhancing throughout November. While very light crossings from Central Mexico have been reported, this is anticipated to increase as we move into late October and early November.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Light	\$\$\$	Poor
Dover, Florida (Year Round)	Light	\$\$\$	Good



Berries (Raspberries)

Baja and Central Mexico are expected to see a steady increase in supplies as we approach late October and early November.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Steady	\$\$\$	Good
Dover, Florida (Year Round)	Steady	\$\$\$	Good



Berries (Strawberries)

Mexico's growing season is anticipated to kick off in the next two to three weeks, with most of the current harvest being directed to the national market. Salinas, Watsonville, Santa Maria, and Oxnard are all in production, although heat-related issues have been reported across all regions. Salinas and Watsonville are expected to conclude their harvest in about four weeks, while the new crops from Santa Maria and Oxnard are peaking and will continue through the winter months.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Steady	\$\$\$	Fair
Dover, Florida (Year Round)	Steady	\$\$\$	Fair

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

Key Partners

Driscoll's
Only the Finest Berries™



PRO*ACT

Commodity Updates



Broccoli

Broccoli supplies remain limited this week due to ongoing insect pressure in the fields. Expect the market to stay somewhat elevated as we head into the weekend.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Fair
Santa Maria, California (Year Round)	Steady	\$\$\$	Fair
Salinas (May - October)	Steady	\$\$\$	Fair



Brussel Sprouts

The sprout forecast shows no major changes, with steady volumes and strong availability expected in the coming weeks. The open market remains oversupplied, leading to low prices and aggressive deals. While quality is generally good, occasional insect damage has been reported. There's extra capacity in both the VA and bulk pack categories, making this an ideal time for promotions.

Commodity/Region	Supply	Price	Quality
Mexico (December-August)	Steady	\$\$\$	Good
Oxnard / Salinas, CA (May - July) (July-Dec)	High	\$\$\$	Good



Carrots

The Cuyama/Santa Maria area is the primary growing region, expected to continue production until nearly November. While jumbos and cellos are experiencing tighter supplies and increased prices, standard orders are still being fulfilled. There is ample availability of baby and snack packs, which aligns well with the return of schools.

Commodity/Region	Supply	Price	Quality
Imperial Valley (February - May)	Steady	\$\$\$	Excellent
Kern County (October - Feb)	Steady	\$\$\$	Excellent
Various Northwest Regions (July - October)	Light	\$\$\$	Good



Cauliflower

Cauliflower supplies are steady this week, with fair quality reported. However, the market is expected to rise next week as fields have progressed faster than expected, and recent heat waves have started to impact quality.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Fair
Santa Maria, California (Year Round)	Steady	\$\$\$	Fair
Salinas, California (May - October)	Steady	\$\$\$	Fair



Celery

The market remains steady, similar to previous weeks, with demand tapering off, prompting shippers to offer flexibility on larger sizes, particularly 24 counts. Quality continues to be very good across most shippers, with the best deals found in the Oxnard/Santa Maria region. Moderate availability will also persist in Salinas.

Commodity/Region	Supply	Price	Quality
Oxnard, California (Year Round)	Steady	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

Key Partners



Commodity Updates



Citrus (Grapefruit)

The extreme heat has brought the domestic grapefruit season to a close. There will be approximately a one-month gap until Desert Rios becomes available in a couple of weeks.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Light	\$\$\$	Good
Texas (October - April)	Light	\$\$\$	Good



Citrus (Lemons)

Markets remain steady overall. In District 2 (Oxnard/Ventura County), year-round shipping continues, but supplies are dwindling, with quality ranging from fair to good. Meanwhile, District 3 (California Desert/AZ) is ramping up, and we anticipate improved quality as the new crop fruit comes in.

Commodity/Region	Supply	Price	Quality
Oxnard/Ventura (October - February)	Steady	\$\$\$	Good
San Joaquin Valley (October - May)	Light	\$\$\$	Good



Citrus (Limes)

The market continues to decline, with fruit sizes peaking at 200-250 ct. However, larger sizes, such as 110-150 ct, remain limited. Quality is improving as we transition further into the new crop.

Commodity/Region	Supply	Price	Quality
Veracruz (Year Round)	Light	\$\$\$	Good



Citrus (Oranges)

ALERT

Markets remain strong as we approach the end of the Valencia season, but supplies will be extremely limited over the next couple of weeks. Valencias are currently available in the Central Valley and Riverside area, but contracts take priority, and allocations are being made due to significantly reduced supplies. Many shippers have finished packing Valencias and are experiencing gaps before the domestic navel season begins. Quality is fair at best, typical for this time of year, with reports of early decay, soft fruit, and skin breakdown due to the extreme heat. The Domestic Navel crop is expected to start around October 21st, and we'll keep you updated if any shippers harvest earlier.

Commodity/Region	Supply	Price	Quality
San Joaquin Valley (Year Round)	Light	\$\$\$	Fair



Cucumber

Western supplies are abundant, benefiting from the overlap between Baja and Nogales, with excellent quality. In the wake of Hurricane Helene, eastern supplies have experienced a surge as growers rush to harvest to mitigate losses. However, anticipate higher markets, quality concerns, and potential supply gaps in the coming weeks.

Commodity/Region	Supply	Price	Quality
Georgia (May - June)	Light	\$\$\$	Good
Mexico (November - May)	Steady	\$\$\$	Good
Baja California (May - October)	Steady	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

Key Partners **Sunkist** FRESH LINK

Commodity Updates



Eggplant

Fresno is maintaining stable supply with good quality. Georgia's eggplant supply is moderate at the start of the week, but lighter supplies are expected next week due to the impact of Hurricane Helene.

Commodity/Region	Supply	Price	Quality
California (May - October)	Steady	\$\$\$	Fair
Ohio/NC/MI/NJ (June - September)	Steady	\$\$\$	Good



Garlic

California garlic production is in full swing, with good quality and strong supplies anticipated in the weeks ahead.

Commodity/Region	Supply	Price	Quality
East Coast (Year Round)	Steady	\$\$\$	Good
Bakersfield, California (Year Round)	Steady	\$\$\$	Good
Gilroy, California (Year Round)	Steady	\$\$\$	Good



Grapes (Green / Red)

Domestic grape supplies remain strong, with excellent eating quality reported. While black seedless grapes are somewhat limited, orders are still being fulfilled. Unless affected by unforeseen weather events, California grapes should be available through mid-November. Imports are projected to begin in mid to late November, with no expected gap between domestic and imported grapes.

Grapes (Green)

Commodity/Region	Supply	Price	Quality
Mexico (May - June)	Steady	\$\$\$	Excellent

Grapes (Red)

Commodity/Region	Supply	Price	Quality
Mexico (May - June)	High	\$\$\$	Good



Green Onions

Green onion supplies are beginning to improve, and we anticipate the market will gradually soften as we move into next week.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	High	\$\$\$	Good



Kale

Kale supplies are expected to remain steady this week, with good quality and stable pricing. We anticipate consistent availability as we head into next week.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Oxnard, California (Year Round)	Steady	\$\$\$	Good
Salinas, CA (May - OCT)	Steady	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

Key Partners



Commodity Updates



Lettuce Iceberg

Supplies continue to outpace demand across multiple shippers, ensuring steady availability throughout the week. Overall quality remains good, with only minor issues such as slight pinking and irregularly shaped heads noted. Many suppliers are accommodating volume-type orders, making this an excellent opportunity for promotion. We expect the market to tighten in the coming weeks as Huron begins production shortly.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Santa Maria, California (March-December)	Light	\$\$\$	Fair
Salinas, California (May - October)	Light	\$\$\$	Fair



Lettuce Leaf

Romaine and both green and red leaf lettuce are in excellent supply, with ample availability of romaine hearts expected to continue throughout the week. While slight tip and fringe burn has been observed due to previous warm temperatures, the overall quality remains above average. However, similar to other lettuce varieties, we anticipate a tightening in availability over the next few weeks.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Salinas, California (May - October)	Steady	\$\$\$	Fair



Lettuce Tender Leaf

Spinach, arugula, and other leafy greens have faced elevated temperatures over the past week, impacting quality. Harvesters are working diligently to address these challenges. As a result, we expect prices in this market to rise over the next couple of weeks.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Fair
Oxnard, California (Year Round)	Steady	\$\$\$	Fair
Salinas, California (May - October)	Light	\$\$\$	Fair



Melon (Cantaloupe)

The Westside cantaloupe growing season is nearing its end, with additional supplies expected from Brawley and Yuma during the week of October 14. Thanks to last week's heat wave in California, quality has been exceptional, with brix levels ranging from 12-14% as we close out the Westside deal. Larger sizes are readily available, though smaller melons remain limited. Retailers are also seeking load volume deals to finish the "summer crop" on a strong note.

Commodity/Region	Supply	Price	Quality
Central America (December - May)	Steady	\$\$\$	Excellent

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

Key Partners



Commodity Updates



Melon (Honeydew)

The honeydew market remains stable as supplies continue to increase. Improved sizing is available, although honeydew 8s are still in limited supply. Mexican honeydews will soon be available in Nogales, AZ.

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

Arizona (June-July) (October-November)	Steady	\$\$\$	Good
--	--------	--------	------



Melon (Watermelon)

Watermelon supplies are beginning to decline as cooler weather sets in and regional programs wind down. However, there will still be supplies available throughout October, with new shipments expected to arrive in mid-November via Nogales.

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

Arizona (June-July) (October-November)	Light	\$\$\$	Good
--	-------	--------	------



Mushroom

Supplies on the West Coast remain very limited, while conditions on the East Coast are showing improvement.

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

Nationwide	Light	\$\$\$	Good
------------	-------	--------	------



Onions

The market for Northwest yellow and white onions has softened, while red onions continue to command higher prices. Overall, the quality of all varieties remains excellent.

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

Eastern Oregon/Parma, ID (August - April)	High	\$\$\$	Excellent
San Joaquin Valley (May - August)	Light	\$\$\$	Good
Tri-Cities, Washington (July - April)	High	\$\$\$	Good



Pears

Washington is currently harvesting all major pear varieties, and the market remains firm with higher prices. This year is expected to be tight for pears, as Washington's crop has decreased significantly compared to last year's volumes. Meanwhile, California pears are nearing the end of their season and will conclude by the end of this month.

Commodity/Region	Supply	Price	Quality
------------------	--------	-------	---------

Hood River, Oregon (August-July)	Light	\$\$\$	Good
Yakima, Washington (August-July)	Light	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

Key Partners



Commodity Updates



Pineapples

Suppliers are adhering to six-week averages, prioritizing contracted business. Costa Rican pineapple suppliers are improving, although inventory issues have arisen due to port strikes. The new crop is expected to arrive in the U.S. by the end of October, but larger fruit remains difficult to source. Meanwhile, Mexican pineapples are becoming more available in the U.S. as quality in the growing regions improves.

Commodity/Region	Supply	Price	Quality
Costa Rica (Year round)	Light	\$\$\$	Good



Potatoes

The most readily available sizes are 40 to 70 count. Early storage Norkotahs are now entering the market, showcasing outstanding quality. This is an ideal opportunity to clear out inventory of fresh-run potatoes to make space for the incoming storage Norkotahs.

Commodity/Region	Supply	Price	Quality
Idaho Falls, Idaho (August-July)	Steady	\$\$\$	Good
Pasco, Washington (August-July)	Steady	\$\$\$	Excellent



Squash

Like cucumbers, there is an overlap in supply between Santa Maria and Nogales. Georgia has adequate supplies, but we anticipate higher prices as the week progresses.

Commodity/Region	Supply	Price	Quality
Mexico (November - May)	Steady	\$\$\$	Good
California (May - Oct)	Steady	\$\$\$	Good
Ohio/MI/OH/NJ/NC (June - September)	Light	\$\$\$	Good



Stone Fruit

Nectarines are effectively finished for the season, while peaches are expected to wrap up by the end of this month. Pluots are nearly complete, although one larger shipper will continue shipments into November. Plums remain in good supply and will be available through November. Asian pears have begun harvesting and are in healthy volumes, with supplies expected to last into January. Domestic kiwi is now available, with a steady market at higher prices.

Commodity/Region	Supply	Price	Quality
San Joaquin Valley (May-October)	High	\$\$\$	Excellent



Tomatoes

ALERT

Expect prices to rise over the next 3-4 weeks as we transition to Florida production. Tennessee and North Carolina crops were largely impacted by Hurricane Helene, leaving Northern Florida 1-2 weeks behind schedule. Another hurricane is currently tracking towards the Tampa area, which is a significant growing region for tomatoes in Ruskin and Palmetto. As a result of heavy demand in the East, sourcing has shifted to McAllen, Baja, and California, leading to escalating prices, particularly for round and Roma tomatoes. Grapes remain in moderate supply for now, but prices are already starting to firm up.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Light	\$\$\$	Good
Baja California (Spring/Summer - NOV)	Light	\$\$\$	Good
California (July - OCT)	Light	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

Key Partners



Weather Updates



CALIFORNIA

Temperatures will cool across the region as high pressure weakens through Thursday. Morning lows are expected to range from the mid-40s to upper 50s, with daytime highs reaching the mid-60s to mid-70s near the coast and mid-70s to mid-90s further inland. A low-pressure system moving north on Friday will deepen the marine layer and bring max temperatures closer to seasonal averages, with coastal highs in the low to upper 60s, upper 60s to low 80s in the coastal valleys, and low to mid-80s south of King City.



MEXICO

Aside from a few light, isolated showers, expect dry weather through October 12th. Temperatures will remain relatively stable, with highs in the low 70s to low 80s most days leading into the weekend. Overnight lows will range from the low 50s to low 60s this morning, dropping to the upper 40s to mid-50s from Thursday through Saturday morning.



FLORIDA

Hurricane Milton, a highly dangerous storm, is moving east and poised to significantly impact Florida. Destructive winds, heavy rainfall, and life-threatening storm surges are anticipated. Milton is expected to approach the state and make landfall late today into early Thursday, before traversing across Florida and entering the Atlantic later in the day.



ARIZONA

A slight cooling trend is expected through the weekend, but temperatures will remain above seasonal averages. Highs today will reach 100-106°F in southwest Arizona and 105-109°F in southeast California, cooling to the 90s-100s by Sunday afternoon. Morning lows will range from the mid 60s to mid 70s today, with only a minor decrease throughout the weekend. Light southwesterly winds will prevail from Wednesday to Thursday, shifting to westerly on Friday, while low humidity levels continue.

For more information: <https://www.ventusky.com/?p=31.4;-89.7;3&l=rain-3h>



Freight Updates

This week we see the effects of warm temperatures in the Salinas Valley adding extended times cooling product direct from the field. Be advised that shipping delays are resulting from the warm weather.



U.S. On-Highway Diesel Fuel Prices*(dollars per gallon)

[full history](#) [XLS](#)

	09/23/24	09/30/24	10/07/24	Change from	
				week ago	year ago
U.S.	3.539	3.544	3.584	▲ 0.040	▼ -0.914
East Coast (PADD1)	3.577	3.571	3.563	▼ -0.008	▼ -0.895
New England (PADD1A)	3.797	3.788	3.765	▼ -0.023	▼ -0.812
Central Atlantic (PADD1B)	3.813	3.802	3.821	▲ 0.019	▼ -0.900
Lower Atlantic (PADD1C)	3.467	3.463	3.447	▼ -0.016	▼ -0.902
Midwest (PADD2)	3.511	3.520	3.587	▲ 0.067	▼ -0.789
Gulf Coast (PADD3)	3.191	3.212	3.266	▲ 0.054	▼ -0.873
Rocky Mountain (PADD4)	3.608	3.612	3.620	▲ 0.008	▼ -1.097
West Coast (PADD5)	4.239	4.226	4.261	▲ 0.035	▼ -1.339
West Coast less California	3.815	3.797	3.841	▲ 0.044	▼ -1.252
California	4.727	4.719	4.742	▲ 0.023	▼ -1.436

*prices include all taxes

For more information: <https://www.eia.gov/petroleum/gasdiesel/>

Crop Updates



The extended heat wave out west will ease for the coastal growing regions of California mid-week with seasonal temperatures expected into next week. The Imperial and Yuma Desert growing regions will remain 10-15 degrees above normal as unseasonably warm conditions look to persist into the third week of October. Highs in the lower 100s with lows in the 70s look to continue for the foreseeable future. The roller coaster of temperatures typical of fall look to continue in the coastal valleys of California. In the Salinas Valley the recent heat has taken a toll on current and remaining acreage in the valley. Iceberg, romaine and leafy green fields will see an increase in heat related defects including fringe and internal burn, twist/irregular shape and seeders, while also contributing to a weaker, dehydrated texture and lesser overall shelf life. Mildew and disease pressure are also taking a toll on current production with some fields being left behind due to poor quality. Insect pressure will continue to be a problem especially diamondback moth larvae in the broccoli, cabbage and cauliflower fields.

On the processing side extreme heat can cause physiological changes in the plants causing leaf sensitivity and weaker overall texture. This can result in increased mechanical damage and bruising during harvest and processing. Processed leafy green items will also likely see an increase in discoloration and breakdown showing up in the bag affecting shelf life. Spinach, spring mix and the tender baby leaf items tend to be most susceptible to weather fluctuations due to being harvested at a very young stage. The spring mix and tender leaf items will continue to show some yellowing, discoloration and breakdown in the bag along with weaker texture and lesser shelf life due to the growing conditions in the region.

We will have to wait and see how this heat impacts the numerous crops impacted in the long term.

In the aftermath of the devastation from Hurricane Helene Florida is bracing for another Major Hurricane. Milton is expected to reach landfall as a category 4 or strong category 3 near the Tampa Bay region. Milton is forecast to remain a hurricane as it crosses the Florida Peninsula exiting into the Atlantic as a category 1 hurricane on Thursday. Central Florida will take the brunt of this storm however it will bring wide-ranging impacts across the Southeast. Many farming operations in Florida had already delayed planting of tomatoes, peppers, cucumbers, squash and eggplant following Helene and will wait until Milton passes before resuming plantings. There is also concern about the iceberg, romaine and cabbage acreage across Central Florida that is already in the ground. At this point growers in Florida and the Southeast are bracing for impact and will once again begin to assess the damage across the numerous regions in the aftermath of Milton.



TIM LYNCH
QUALITY ASSURANCE MANAGER