

PRO*ACT

CONNECTING FARMS | EMPOWERING KITCHENS™

Crop Update

August 20, 2025

Crews Rush to Beat the Heat

A strong stretch of heat is pushing through California this week, and growers are feeling the pressure. From Salinas to Oxnard and the Central Valley, inland temperatures are climbing past 100°F, with some parts of the Central Valley reaching up to 112°F. Harvest crews have adjusted by starting earlier, but field conditions remain tough across nearly every commodity.

Along the coast, we're seeing reduced sizing in broccoli and cauliflower, with an uptick in reports of pin rot and internal defects than usual. Lettuce crops are showing signs of fringe burn, mildew, and light weights. Strawberries are seeing mixed effects. The ongoing heat is helping new season fruit out of Santa Maria and Oxnard, with improvements in size, firmness, and overall quality as those regions ramp up. The high temperatures can cause the tip and sides of the berry to ripen before the top near the calyx, leaving white shoulders. Older plantings still being harvested in Salinas and Watsonville are feeling the strain. We're seeing more bruising and softness as those districts move past their seasonal peak. Over the next few weeks, we'll see Santa Maria and Oxnard reaching their peak as Salinas winds down.



PRO*ACT

CONNECTING FARMS | EMPOWERING KITCHENS™

Crop Update

August 20, 2025

The heat stretch isn't just a California issue. In Mexico, tropical systems and cool nights are slowing tomato ripening and limiting volume. And on the East Coast, Florida growers are keeping a close eye on another potential tropical system. With high humidity and scattered rainfall ahead, greens and herbs could see pressure there as well. Growers are doing their part to keep products moving and protect crews, and there's still solid availability across most categories. With the back-to-school pull and Labor Day approaching, now's the time to stay close to the field and order for a quicker rotation. And as always, keeping the cold chain intact will go a long way in protecting quality until it ends up on our forks.

