

# PRO\*ACT

CONNECTING FARMS | EMPOWERING KITCHENS™

## Crop Update

*December 24, 2025*

### Weather Returns as the Desert Crop Finds Its Stride

Weather is back in focus heading into Christmas week, and the timing is less than ideal. A series of rain events is forecast across coastal California, Baja, and parts of the Arizona desert, while cooler temperatures continue to linger in Mexico and Florida. None of these systems are extreme on their own, but with holiday schedules, lighter labor, and already tight supply chains, even modest weather can create outsized disruptions.

Santa Maria and Oxnard are expected to see several days of rain into the weekend. The desert is also on the radar, with scattered showers expected, particularly in Coachella, with lighter totals in Yuma. Muddy conditions will affect harvesting and loading, and rain-related issues such as mildew pressure, dirt in packs, and shortened shelf life may surface in both commodity and value-added items.

Despite that, iceberg, romaine, and green leaf quality continue to improve in the desert. Product coming out of Yuma is showing stronger structure and better shelf life, with weights steadily increasing. Rain may temporarily slow progress, but once fields dry out, availability should rebound quickly. Overall, the desert crop is setting up well.

Spring mix and baby leaf remain more sensitive. Arugula continues to be the tightest item, and moisture will create inconsistent yields. Newer lots are showing improved color and texture, but supplies remain snug with little excess available.



# PRO\*ACT

CONNECTING FARMS | EMPOWERING KITCHENS™

## Crop Update

*December 24, 2025*

Strawberry production is still light in Santa Maria and Oxnard, and additional rain will further delay harvests and slow fruit maturity. Baja and Central Mexico are increasing crossings and helping balance the market, while Florida continues to produce steady volumes with gradual improvement expected into January. Softer demand is helping absorb some of the supply pressure without creating major volatility.

Oxnard remains the primary celery growing region this time of year. While celery tolerates moisture better than most crops, saturated soils make it difficult to move heavy product out of the fields. Expect intermittent harvest delays and uneven loading schedules until conditions improve.

Brussels sprouts remain extremely tight heading into the holiday and are expected to stay that way into January, particularly for value-added packs. Recent rain, prior heat stress, and insect pressure have compromised raw product integrity, limiting pack-outs and shortening shelf life. Even as demand eases after Christmas, supplies will remain constrained until additional southern production comes online.

While weather will create short-term challenges this week, the broader outlook is improving. Desert production is gaining strength, Mexico and Florida are contributing more volume, and demand typically softens between Christmas and New Year's. Once fields dry out, availability should ease and load times should improve as we close out the year.

As we head into the holidays, it's worth recognizing that this industry runs on people. From the fields to the sheds to the trucks and offices, it's the commitment of those teams that keeps food moving under tough conditions. It's been a challenging season, and we're thankful for everyone who makes it work.

