

Crop Update

February 4, 2026

Six More Weeks of Winter, but Transition Is Starting

Cold weather remains the dominant theme across most growing regions as we move deeper into February. Florida and parts of Mexico continue to experience below-normal temperatures, while California's coastal regions have stayed relatively dry. Driving through the Salinas Valley this week, you can start to see the next season taking shape. Fields are being prepped, beds are going in, and early signs of the spring transition are beginning to show, even as winter conditions linger elsewhere.

With Valentines Day around the corner, strawberries are feeling the impact first. Florida production remains limited after several nights of near-freezing temperatures, with growers protecting fields through irrigation. Yields are thin, and coverage will remain tight over the next 7 to 10 days. That pressure has shifted demand west and south. In California, Oxnard and Santa Maria are moving from fall plantings into spring fruit. Supplies are still light, but quality has been strong and yields are improving gradually. Baja continues to ramp on both conventional and organic fruit, while Central Mexico is moving past peak production and beginning its seasonal decline.



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Tender leaf items out of the desert remain a challenge. Arugula, spinach, and spring mix supplies are limited following earlier moisture and recent heat swings that reduced yields. Quality is generally good, but volume remains constrained and most growers are holding close to averages. Arugula continues to be the tightest item, while spinach and spring mix are showing improved structure with little excess available.

Desert row crops are improving but still snug. Lettuce quality has strengthened overall, though fields are running ahead of schedule and availability remains limited. Broccoli supplies out West remain tight due to earlier weather disruptions, with ongoing trimming for pin rot and yellowing at harvest. Mexico continues to help supplement supply where possible, but markets remain elevated. If the groundhog is right, we still have a few weeks of winter ahead. Supply conditions reflect that reality, with tight spots lingering and demand staying elevated around Valentine's Day.

