

PRO*ACT

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Crop Update

June 25, 2025

Tropical activity continues in the Eastern Pacific following hurricane Erick last week as another tropical system is expected to form off the coast of Southern Mexico later this week. NOAA reports “Environmental conditions are conducive for gradual development and a tropical depression is likely to form over the weekend”. These regions have already received significant precipitation and hail from previous tropical systems with extensive damage reported in some iceberg, romaine and broccoli fields. Numerous crops are likely to be impacted and with more heavy rain on the way, yields and quality will suffer. Growers are having a problem getting equipment into the saturated fields for harvesting activities severely impacting production for the near term. It will take some time for growers to conduct crop assessments following these storms.

Regional production is gaining momentum across the country; however very hot temperatures are forecast as a very strong upper ridge remains centered over the middle half of the country. Extensive extreme heat warnings and/or heat advisories remain in affect from the entire East Coast to Georgia as well as along the Mississippi Valley.

With the anticipated lighter production from Mexico and the heat impacting local production out east demand for California supplies is on the rise causing some product shortages especially in the lettuce and romaine supplies.

At this point Mother Nature is in charge with upcoming weather patterns crucial to overall supplies and quality from the various growing regions. We will be watching the weather patterns to keep you up to date as to the potential impacts on the various crops and growing regions as reports become available.

