

PRO*ACT

CONNECTING FARMS | EMPOWERING KITCHENS™

Crop Update

November 12, 2025

Holding the Line Through Transition

We've been talking about transition for weeks now, but it's becoming very real this week as the first desert fields start coming online just as the West Coast gets hit with its first true winter storm. Salinas, Santa Maria, and the San Joaquin Valley are all expected to receive measurable rain from Wednesday through Friday, with up to 2 inches in some areas. Crews have been doing their best to pack ahead, but the reality is that wet fields slow everything down.

Out in the desert, growers are just getting started. Early romaine and iceberg lots are coming in with clean products, but still running light on weights, but all things that will all settle out with better weather. The week of the 17th is when all processors will be in the desert, and those fields look promising. We just need to give them another 10 to 14 days to build momentum.

Spring mix and baby leaf supplies have been inconsistent. Arugula is the tightest right now, especially after the storms earlier this month, but color and texture are improving in newer lots. Yields are still off, and no one has much extra to spare, but the bleeding has slowed.



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Strawberries remain one of the toughest items out there. With a potential for up to 3.00 inches of rain this weekend, Santa Maria will likely be knocked out of production. Oxnard is hanging in with decent fruit, and Central Mexico is crossing a little more each week, just not fast enough to meet demand. Baja is still two weeks out. Additional weaker weather events on the forecast will continue to disrupt supply through Thanksgiving.

Melons are almost done in the desert, with cantaloupe finishing up this week and honeydew expected to last a few more weeks. Offshore arrivals from Central America will start hitting Florida and the coasts over the next couple of weeks, but it'll be tight until they're fully in.

Back east, a hard freeze hit parts of North Carolina, Georgia, and North Florida. Most reports suggest damage was limited, but yields could still dip a bit in the weeks ahead. Florida has just started up, and with Georgia winding down, expect more pressure on the western supply as we move toward December.

This week marks a real turning point. The weather will continue to challenge the West Coast, but with the desert ramping up, every day we're seeing progress. It'll take a little more time for volume and weights to catch up, but we're heading in the right direction. Better days and better availability are just ahead.

