



STRAWBERRY ALERT

The recent rain affecting Northern California has hastened the end of the local strawberry season in **Salinas** and **Watsonville**, reducing product availability and triggering price increases. Additionally, **Santa Maria** fall production continues to trend downward as the season ends while **Central Mexico** keeps on struggling with weather-issues causing supplies holds.

New crop from Oxnard and Baja California is expected to arrive mid-December creating a potential gap in strawberries. The next couple of weeks will be tight and prices are expected to spike. Please be advised that quality may be an issue as well.

Our buyers are doing their best to secure product to fill your orders. In the meantime, we suggest substituting with other berries when possible.

We appreciate your patience and understanding. We will keep you informed as the situation progresses. Please don't hesitate to reach out to your sales representative with questions or concerns.