



VINYARD

Commodity Alerts

Weather

Forecast models are showing rain moving into the Salinas Valley, Huron, and Santa Maria to begin 10/13 and continue through midweek, which is concerning as we near the end of the local row crop season. The upcoming moisture could disrupt harvest schedules and limit field access. In addition, heavy or prolonged rain can accelerate quality decline in remaining lettuce and mixed leaf crops, increasing the risk of issues such as mildew, discoloration, and decay in fields already nearing the end of their production cycle.

Iceberg Lettuce

Markets are tight with marginal quality as crops wind down before the annual move to the south. Pricing is elevated on both, whole heads and fresh-cut. Shelf-life is shorter than normal.

Leafy items

Virtually ALL leafy greens are struggling, with higher prices, numerous quality issues, and decreased shelf-life. Reports are indicating that the annual shift to the southern (winter) fields over the coming weeks may be difficult due to heavy rains and recent heat. Watch closely!

Broccoli & Cauliflower

Markets are tight, and prices elevated on whole and fresh-but (florets). Quality is marginal.

Strawberries

Crops are shifting to the south – quality is all over the place and prices elevated

Blueberries

Crops are shifting to Peru and Central Mexico – prices are high!