

the Outlook

The powerful storm system impacting California this week will exit to the east by Wednesday. The first major system of the season has brought significant precipitation to the state. Numerous road closures are in effect in and around the recent burn areas in Southern California. Of greatest concern with this system is the winter strawberry crop in the Oxnard and regions to the south. This crop was battered in December by the extended Santa Ana winds, smoke, and ash. With over 2 inches of rain, this week growers will be stripping fields and evaluating stands after the storm moves out. With the recent freeze and rains in Florida impacting production from there buyers will be looking to Mexico for production, keeping supplies tight for the near term at a minimum. High pressure builds behind this system with warming temperatures and dry conditions into mid-January.

As always upcoming weather patterns will play a crucial role in supplies a quality going forward.