



The Outlook

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Western Region Outlook

With another cold winter type storm system set to roll through California over the next couple of days growers will once again face supply and quality issues. This system will bring strong winds, rain and cold temperatures (well below seasonal norms) throughout much of California. The weather patterns this spring have been very problematic for growers throughout the Western growing regions and Mexico. Cold storm systems followed by warm days have been the pattern this spring causing havoc for many growers. This weather pattern and accompanying growing conditions are ideal conditions for mold, mildew, disease and insect problems to take hold in the fields. Growers are unable to work fields in a timely manner due to numerous rains. Fields must be sufficiently dry with light winds and no rains in the near term in order to properly fight these problems in the fields. This season's weather pattern has been problematic to say the least. At this point we will have to wait and see how this latest storm system impacts the various growing regions. The strawberry supplies will once again be impacted by this latest storm system as we look towards the Mother's Day pull. Bottom line is that supplies, quality and shelf life will be problematic in the near term possibly well beyond. Future weather patterns will play a crucial role as to how these stands recover throughout the Western growing regions.

