



The Outlook

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Potentially Damaging Storms Set To Disrupt Supplies

Powerful storm systems set to impact the Southeast and the West Coast will have the potential to cause extensive damage to crops in these regions. The Southeastern growing regions, having just experienced the worst freeze event in decades, are bracing for a powerful storm system currently impacting Southern Texas. This storm system will gather strength trekking along the northern Gulf of Mexico bringing very strong winds and heavy rain to the Southeast tonight moving into the Florida peninsula on Saturday. Precipitation total of 2-4 inches are expected with up to 6 inches possible in certain locations. Damage assessments will be an ongoing process in Florida following these rains and strong winds. Early reports indicate extensive damage to Green bean, squash, tomato, peppers and strawberries among many others. Crop damage assessments and evaluations will continue well into January as many crops will take weeks to show the true extent of damage.

The West Coast is bracing for a series of very powerful Pacific storm systems set to impact the entire West Coast through next week possibly well beyond. These systems will bring cooler temperatures very strong (gale force at times) winds and significant precipitation throughout California beginning on Saturday. The desert growing regions of Southwestern Arizona are also expected to receive a cool down very strong winds and decent shot of rain as these systems roll through. These desert fields do not handle rain well and moderate amounts of rainfall can cause significant harvest disruptions. Storm tracks are difficult to establish this far out and we will update desert area weather threats and the potential harvest disruptions on Monday. The cooler temperatures, strong winds and likely rain will surely impact supplies and especially quality and shelf life in future harvests. In the direct line of fire however is the future strawberry production in Southern California. These coastal stands will surely be pounded by these upcoming systems putting upcoming Valentines Day supplies in jeopardy. It is safe to say that supplies will be limited especially stem supplies. On the ominous side certain (many) extended long range forecasts (10+ days out) show a reloading of this jet stream with a possible pineapple express type of pattern setting up after next Sunday. This is the type of pattern where the jet stream picks up warm moisture from the Southern Pacific (El Niño) and slams California with heavy precipitation. Needless to say we will be closely watching the weather patterns as we move forward. Upcoming weather patterns will play a crucial role as to future supply and quality and at this point we will have to wait and see the how the various regions come through these storms.

