



Trendspotting

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Cold weather out west continues to impact crops

By

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The continuing cold spell in California and Arizona is causing a reduction in available cauliflower and broccoli. The slowdown has prices rising, which is expected to last for the next two weeks. [Markon Cooperative](#) said overall quality is good.

Right now, the broccoli supplies are adequate, but they are expected to tighten over the next two weeks as additional demand shifts from Arizona and California to south Texas. The south Texas broccoli quality remains good, as demand is moderate but expected to pick up as West Coast broccoli stock become tighter.

The USDA reports that wholesale cauliflower prices have been on a steady rise for the past month, resulting in f.o.b.s that are about triple what they were in mid-December. The broccoli market has not been as dramatic, with prices remaining relatively steady in the past month — though they have been rising the past week.

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