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**Market Minute: Hurricane Kay disrupts California growing areas**

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By

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The wrath of Hurricane Kay brought heavy rain up the West Coast in California last week, impacting several fruit and vegetable crops. Although the rain was needed, it delayed harvesting and shipping; growers are still assessing their damage.



The previous heat along with hurricane rain will eventually affect the supplies of several items, which could include critical damage to some product depending on the locations.

**Lettuce:** The defects already caused by the recent soil disease invasion and now the hurricane will see some shortages and pro rating of orders. There is still leaf burn from the past extreme heat along with other irregularities from the rain.

**Berries:** Substantial losses occurred in the strawberry, raspberry and blackberry fields. Anywhere up to 50 percent losses may be experienced on strawberries. Harvesting was held back during the storm. Supply will be tight along with shortages.

**Cantaloupes:** Heavy amounts of rain impacted the melon region and the temperatures dropped dramatically. Cantaloupes are normally ideal in high heat like the 90s. There is a strain on the market

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at this time as harvesting is getting under way again. Expect prices to escalate.

Grapes: The grape vines enjoyed the needed rain. However, Hurricane Kay reached into the grape area on top of the summer-related weather pressures of past heat. There are still grapes for promotions.

These are only some ideas of the weather results of California crops. Your buying team and suppliers can fill you in more with information and suggestions to help you develop more accurate advertising promotions. Stay strong and stay updated.

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