



Strawberry Market Update: Temporary Supply Interruption

Due to severe weather conditions across California's growing regions, strawberry supplies have been significantly disrupted industry-wide. Recent storms have ended production in Salinas and Watsonville, sharply reduced yields in Santa Maria, and caused interruptions even in Oxnard—the only region still producing limited volume.

As a result, growers are allocating fruit through strict **pro-rates**, and the industry is experiencing an unprecedented shortage.

What This Means for You

- **Strawberries may be temporarily unavailable over the next several days.**
- Any available fruit in the market is showing **inconsistent quality** due to rain-related damage.
- **Pricing remains elevated** due to extremely limited supply.

Our Commitment

We are monitoring the market closely and staying in constant communication with our growers and partners. Our team will update availability as soon as product becomes accessible again. Ensuring quality, food safety, and transparency remain our top priority.

If you have questions or need assistance planning alternatives during this interruption, please reach out to your account representative. We are here to support you.