

PRO*ACT

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Crop Update

January 28, 2026

Early Signals Point to a Strong Valentine's Berry Pull

Coming off last week's update, the Valentine's Day pull is now clearly underway in berries. Demand is building across both retail and foodservice, and while supply is improving in some regions, it remains limited. Get your berry orders in now!

Florida strawberries remain the biggest pressure point. Overnight temperatures dipped into the mid-30s across multiple growing areas, forcing growers to run overhead irrigation for frost protection several nights in a row. Harvests were canceled earlier this week, and production is currently down sharply. Even with a brief warming trend expected, volumes are likely to stay reduced for the next couple of weeks. Demand is exceeding supply and will continue to do so through the end of January.

On the West Coast, Oxnard and Santa Maria are in the middle of a seasonal handoff. The summer-planted fall crop is declining quickly, but fall-planted spring fields are coming into production at the right time to maintain continuity. Quality has been good overall, with some lots showing light softness or green shoulders. With warmer, dry weather in the forecast, volumes should continue to build week over week. Even so, California alone cannot fully offset reduced Florida production in the near term.



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Mexico continues to play a critical role. Crossings into South Texas remain lighter than normal but are slowly increasing. Quality continues to improve as the season progresses, though sizing is still on the smaller side. Central Mexico production has moved past peak and is beginning to taper, which keeps availability tight. Baja is ramping on both conventional and organic fruit, with more consistent crossings expected as we move into early February. Outside of strawberries, blueberries remain in a firm position. Chilean fruit is replacing Peru, and Central Mexico volumes are building, though supplies are tightening as the region moves off peak production. Demand continues to exceed supply, but quality has been strong. Blackberries are steady out of Mexico and Baja with moderate demand, while raspberries are somewhat tighter as cooler temperatures and seasonal transitions limit production. The message heading into Valentine's Day is straightforward. Demand is coming on fast, supply is improving but still constrained, and there's very little slack in the system. Get your orders in early for one of the strongest berry pulls of the year.

