

PRO*ACT

Crop Update

March 5, 2025

A series of cold low-pressure systems will move into California through next week with moderate rain expected throughout much of the state. The desert growing regions will likely not see much rain, however, cooler temperatures and strong winds are forecast through mid-March. Good supplies and quality look to continue in the region with insect pressure becoming more problematic in the fields. Thrips, aphids, and gnats are present with recent reports of the diamondback moth and larvae showing up in some of the Cole crop (broccoli, cauliflower, cabbage, kale) stands. These pests are very difficult to combat as the larvae are well camouflaged and difficult to control once they take hold. The Diamondback moth was a significant problem for Salinas growers last fall especially in the broccoli fields.

As we approach the upcoming transition to Southern and Central California fields plantings and field work have been on schedule and look to be in good shape. These stands have seen generally good growing conditions since seeding. The current weather pattern of cooler temperatures and rain may impact transition schedules currently set for late March into early April. At this point we will have to wait and see how these fields come through these storms.

Tariffs of 25% on products from Canada and Mexico went into effect this week as retaliatory tariffs are being announced on products from the U.S. Given the numerous fruits and vegetables impacted by the tariffs, the produce industry is justifiably concerned about the impact the tariffs will have on the industry.

