

The Source

Commodity of the Month - Apples

MARKET ALERTS

Asparagus: Asparagus supplies remain extremely tight in Mexico and Peru, with firm pricing. Some improvement is expected in early October.

Cauliflower: Cauliflower supplies remain very tight due to production gaps, insect pressure, and warm weather. Market conditions remain difficult.

Citrus (Limes): Mexico lime supplies are tightening, with larger sizes limited and prices firm. 200/230/250s will dominate.

Citrus (Oranges): California Valencias are heavy to larger sizes; 113/138ct remain very tight. Flexibility on sizing will be needed.

Green Onion: Baja supplies remain extremely tight due to heat and low yields, with improvement expected in mid-to-late October.

Lettuce (Iceberg): Lower yields and INSV are keeping supplies tight, with quality issues reported. Strong demand is expected to push the market higher.

Lettuce Leaf: Romaine supplies remain below budget but are improving, with lighter demand creating opportunities. Hearts are moderately available, and the market should remain steady.

Onions: Storage onions are now driving the market, with tight supplies and larger sizes remaining challenging. Freight continues to impact pricing.

Pineapple: Pineapple supplies are tightening, with open-market availability limited. Crownless 8/10ct and organic remain very tight, while crowned 6/7ct are improving.

Potatoes: Burbank potatoes are done. New-crop sizing remains tight, especially 40/70ct. Washington quality is good, with mid sizes peaking. Sweet potatoes remain limited.

Squash: Squash supplies remain tight, especially on West Coast yellow squash. Zucchini is slightly more available, while quality remains mixed.

SEPTEMBER 16, 2026

CROP UPDATES

Disease and insect pressure are tightening Salinas supplies, with iceberg leading the market higher while romaine remains more stable. Thrips and Diamondback Moth are impacting yields and quality across lettuce, broccoli, and cauliflower. Huron should provide some relief in mid-October before Yuma begins in mid-November.

[Read more](#)

WEATHER

California: Cooler, near-below-average temperatures are expected through Thursday, followed by warmer, near-above-average temperatures into the weekend.

Mexico: Mostly dry with light showers; warm, seasonal temperatures through the weekend.

Florida: Warm with scattered storms and increasing rain chances through the weekend. Winds ease Friday.

Arizona: Storms and heavy rain are likely through Wednesday, then dry weather returns. Temperatures warm into the low-to-mid 100s by Saturday.

FREIGHT

Freight this week sees signs of product delays from the production side and dwell time at shippers increasing, especially in the value added sector. Expect the coming weeks to be challenging as growing regions start to switch to new crop and out of route pickups become a factor.

PRO*FRESH
LOGISTICS

IN PEAK SEASON

- Carrots
- Grapes
- Stone Fruit

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Commodity Updates



Apples

The apple market continues to strengthen as strong school demand meets increasingly limited supplies. Fuji, Pink Lady, Red Delicious, Golden Delicious, and Granny Smith prices are trending higher, with Fuji supplies expected to remain especially tight over the next several weeks. Gala and Honeycrisp are bucking the trend as new-crop harvesting gets underway, with improving Gala supplies helping keep the market relatively steady while Honeycrisp availability continues to build.

Commodity/Region	Supply	Price	Quality
Yakima, Washington (August - July)	Light	\$\$\$	Good



Asparagus

ALERT

Mexican asparagus supplies remain extremely limited, with open-market prices among the highest we've seen. Baja yields remain low due to heat, rain, and seasonal conditions, with little improvement expected through October. Sonora is beginning to transition in, while El Niño continues to pressure supplies. Peru is also limited, with Ica providing the best quality. Some improvement in Southern Peru is expected in early October.

Commodity/Region	Supply	Price	Quality
Caborca (Year Round)	Light	\$\$\$	Fair
Peru (Year Round)	Light	\$\$\$	Good
Ohio/NC/MI/NJ (June - September)	Light	\$\$\$	Good
Mexico (Ciudad Obregon) (Year Round)	Light	\$\$\$	Good



Avocados

Flora Loca remains the primary crop at the moment, although we are starting to see a small amount of the new crop, Adventajada, coming in very lightly. The predominant sizes we are seeing right now are 60ct, followed by 48ct.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
California (April - July)	Light	\$\$\$	Good



Bell Peppers

Green bell pepper supply remains adequate in the East, with Michigan, New York, and New Jersey expected to remain active through early to mid-October. Eastern quality is currently mixed, although improvement is anticipated as New Jersey production continues. Western supply remains steady, while weather conditions in California could impact quality in the coming weeks.

Commodity/Region	Supply	Price	Quality
California (May - October)	Steady	\$\$\$	Good
Ohio/NC/MI/NJ (June - September)	Steady	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Commodity Updates



Berries (Blackberries)

Volumes are slowly building out of CMEX, although supplies are expected to remain light through mid-October. Demand continues to exceed available supply.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Light	\$\$\$	Good



Berries (Blueberries)

The Pacific Northwest season has come to an end. As we transition into the next phase of the season, Peruvian and Mexican imports are expected to make up the majority of available supplies, with prices trending slightly higher.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Steady	\$\$\$	Excellent



Berries (Raspberries)

Improved supplies are expected to begin crossing into the U.S. from Mexico, which should help stabilize the market.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Steady	\$\$\$	Good



Berries (Strawberries)

The Salinas and Watsonville areas have approximately two weeks remaining in their season, while Santa Maria production is beginning to ramp up. Additional volume is expected from Oxnard, Baja, and Central Mexico over the next couple of weeks. A two-tiered pricing structure is currently in place, with higher-priced product coming from the southern growing regions. Shippers are just beginning to work through the clean-up process following last week's high temperatures, and we expect field culling to continue through the end of the week.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Steady	\$\$\$	Fair

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Commodity Updates



Broccoli

Broccoli supplies remain tight as fields transition and younger fields face pressure from Diamondback Moth. Look for the market to strengthen heading into next week.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Light	\$\$\$	Fair
Santa Maria, California (Year Round)	Steady	\$\$\$	Fair
Salinas, California (May- October)	Light	\$\$\$	Fair



Brussel Sprouts

Brussels sprout supplies remain tight due to ongoing insect pressure impacting yields and availability. With demand increasing, the market is expected to strengthen, with prices likely to rise modestly in the near term.

Commodity/Region	Supply	Price	Quality
Mexico (December-August)	Light	\$\$\$	Fair
Oxnard / Salinas, CA (May - July) (July-Dec)	Light	\$\$\$	Fair



Carrots

The main crop has shifted to the Cuyama/Lancaster growing region, which is expected to remain active through the month of October. Availability is strong, with good quality currently being reported. Grimmway has also begun production in its Minnesota growing region, with this program expected to run through the end of November or early December. This is the first year of production out of the Minnesota facility, and at this time, we will only be offering the following SKUs from this location. Pricing will remain consistent with California.

Commodity/Region	Supply	Price	Quality
Imperial Valley (February - May)	High	\$\$\$	Excellent
Kern County (October - Feb)	Steady	\$\$\$	Good
Various Northwest Regions (July - October)	Steady	\$\$\$	Good



Cauliflower

ALERT

Cauliflower supplies are expected to remain very tight through the remainder of the season. While some fields have come forward, gaps in production are expected, with some suppliers likely to source externally to fill orders. Diamondback Moth pressure and continued warm weather are further impacting yields, particularly in South County and Santa Maria. Little improvement is expected, keeping the market difficult in the near term.

Commodity/Region	Supply	Price	Quality
Santa Maria, California (Year Round)	Light	\$\$\$	Good
Salinas, California (May - October)	Steady	\$\$\$	Good



Celery

The market is steady to start the week and is expected to remain that way. Santa Maria/Oxnard and Salinas will provide all sizes. School business remains slow, so shippers are flexible and promotion is encouraged. Quality continues to be above average.

Commodity/Region	Supply	Price	Quality
Oxnard, California (Year Round)	Steady	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Commodity Updates



Citrus (Grapefruit)

Star Ruby are available, peaking at 48ct, with shipments coming from Riverside and the San Joaquin Valley.

Commodity/Region	Supply	Price	Quality
California (Year Round)	Steady	\$\$\$	Good
Texas (October - April)	Light	\$\$\$	Good



Citrus (Lemons)

The lemon market remains steady, with tight supplies keeping prices firm in the near term. Offshore product is available on both coasts, while District Two (Ventura County/Oxnard) is in full production and supplying the majority of the fruit.

Commodity/Region	Supply	Price	Quality
Oxnard/Ventura (February - September)	Steady	\$\$\$	Fair
San Joaquin Valley (October - May)	Light	\$\$\$	Good



Citrus (Limes)

ALERT

The market is transitioning into new-crop fruit, which is expected to improve quality and gradually increase available volumes. Recent heavy rains have delayed harvests and arrivals, creating some upward pressure on pricing; however, with additional volume expected in the coming weeks, these market impacts should be temporary. Offshore fruit remains available to help supplement supply.

Commodity/Region	Supply	Price	Quality
Veracruz (Year Round)	Light	\$\$\$	Good



Citrus (Oranges)

ALERT

The California Valencia crop is heavily skewed toward larger sizes, with production peaking on 56ct and 72ct. Small sizes, particularly 113ct and 138ct, remain extremely limited and are expected to stay tight through the remainder of the season. Flexibility on size and grade will be important, with 88ct and 72ct likely needed as substitutes to maintain order coverage.

Commodity/Region	Supply	Price	Quality
San Joaquin Valley (Year Round)	Light	\$\$\$	Fair



Cucumber

The cucumber market is steady. Eastern shippers remain in a stable supply position, supported by good quality and strong demand. Western supplies have improved this week, with shippers looking to make deals on supers and plains.

Commodity/Region	Supply	Price	Quality
Mexico (November - May)	Steady	\$\$\$	Good
Baja California (May - October)	Steady	\$\$\$	Good
Ohio/NC/MI/NJ (June - September)	Steady	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Commodity Updates



Eggplant

Central Valley volume remains steady, while local programs in Tennessee, North Carolina, and Michigan were limited this week. Overall quality remains good.

Commodity/Region	Supply	Price	Quality
California (May - October)	Steady	\$\$\$	Good
Ohio/NC/MI (June - September)	Steady	\$\$\$	Good



Garlic

We are now shipping from the 2026 California crop, which is expected to remain in production through late September. Quality and availability are currently meeting expectations as the season progresses.

Commodity/Region	Supply	Price	Quality
East Coast (Year Round)	Steady	\$\$\$	Good
Bakersfield, California (Year Round)	Steady	\$\$\$	Good
Gilroy, California (Year Round)	Steady	\$\$\$	Good



Grapes

The California grape market remains steady, with most shippers peaking on Large and Extra Large sizes across red and green seedless varieties. Green prices have firmed slightly, while red supplies remain readily available. Overall availability is excellent, with promotable pricing in place. Barring significant weather disruptions, the market is expected to remain steady in the near term.

Grapes (Green)

Commodity/Region	Supply	Price	Quality
Mexico (May - June)	Steady	\$\$\$	Good

Grapes (Red)

Commodity/Region	Supply	Price	Quality
Mexico (May - June)	High	\$\$\$	Good



Green Onions

ALERT

Baja production remain extremely limited over the next 2 to 3 weeks due to continued heat, lower yields, and smaller sizing. Tight supplies have kept the market firm, with September water availability and potential monsoonal weather posing additional risks. Improved supplies are expected as fall production begins in mid-to-late October.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Light	\$\$\$	Good



Kale

Kale supplies and quality remain good, with steady conditions expected to continue into next week.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Oxnard, California (Year Round)	Steady	\$\$\$	Good
Salinas, California (May - October)	Steady	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Commodity Updates



Lettuce Iceberg

ALERT

Lower yields in Salinas and Santa Maria are keeping supplies tight and the market active. INSV continues to impact availability, while quality concerns include discoloration, misshapen heads, and insect damage. Weights are ranging from 37-44 lbs. With ongoing disease pressure and strong demand, the market is expected to strengthen through the week.

Commodity/Region	Supply	Price	Quality
Santa Maria, California (March-December)	Light	\$\$\$	Fair
Salinas, California (May - October)	Light	\$\$\$	Fair



Lettuce Leaf

ALERT

Romaine markets remain mostly steady, with only light disease pressure currently impacting production. Conditions for green and red leaf lettuce have improved in both the Salinas Valley and Southern California. While supplies remain below budgeted levels, lighter demand is creating better availability and promotional opportunities. Romaine hearts are moderately available, and the market is expected to remain stable in the mid-to-high teens.

Commodity/Region	Supply	Price	Quality
Salinas, California (May - October)	Steady	\$\$\$	Fair



Lettuce Tender Leaf

Select Spring Mix varieties have experienced some shelf-life issues, though overall quality remains good. We recommend monitoring shelf life closely. Recent heat has also led to inconsistent Spinach sizing as growth rates fluctuate. Quality remains good, and a slight cooldown should help improve size consistency moving forward.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Steady	\$\$\$	Good
Oxnard, California (Year Round)	Steady	\$\$\$	Good
Salinas, California (May - October)	Steady	\$\$\$	Fair



Melon (Cantaloupe)

Domestic cantaloupes are shipping from Central California as the Westside deal nears its end, with product peaking on 9ct. Cooler weather and lower yields are pushing prices higher. The market will transition to Yuma in October, followed by offshore supplies in late November.

Commodity/Region	Supply	Price	Quality
Central America (December - May)	Steady	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Commodity Updates



Melon (Honeydew)

Domestic honeydews are currently shipping from Central California's Westside region, with steady supplies and demand. Production is peaking on 5ct fruit, offering good sizing, solid quality, and adequate availability.

Commodity/Region	Supply	Price	Quality
Central America (December - May)	Steady	\$\$\$	Excellent



Melon (Watermelon)

Watermelon demand and supply are easing as cooler weather approaches across growing regions. Nogales watermelons will begin crossing in limited volumes, with improved availability expected in October.

Commodity/Region	Supply	Price	Quality
Arizona (June-July) (October-November)	Steady	\$\$\$	Good



Mushroom

Due to new government duties, expect price increases as demand exceeds supplies.

Commodity/Region	Supply	Price	Quality
Nationwide	High	\$\$\$	Excellent



Onions

ALERT

The Summer Onion season is officially complete, with storage onions now driving the market. Supplies remain tight due to strong demand and regional issues, while freight continues to impact pricing. Larger sizes remain challenging as suppliers work to build inventory.

Commodity/Region	Supply	Price	Quality
Eastern Orgeon/Parma, ID (August - April)	High	\$\$\$	Excellent
San Joaquin Valley (May - August)	Light	\$\$\$	Good
Tri-Cities, Washington (July - April)	High	\$\$\$	Good



Pears

Washington Bartletts are peaking on larger sizes, with 110s and smaller making up a limited portion of the packout. New-crop Anjou are just around the corner, with some shippers starting lightly. Overall, the pear market remains steady, with California Bartletts still available from Central Valley shippers.

Commodity/Region	Supply	Price	Quality
	Steady	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

Supply Partners



Commodity Updates



Pineapples

ALERT

Pineapple supplies are tightening due to the natural flowering season. Contract orders should remain unaffected, but open-market availability will be limited. Quality is expected to remain good. Crownless 8ct and 10ct, along with organic pineapples, remain very tight. Crowned 6ct and 7ct supplies are increasing, while 8ct remains steady.

Commodity/Region	Supply	Price	Quality
Costa Rica (Year round)	Light	\$\$\$	Good



Potatoes

ALERT

Old-crop Burbank potatoes are officially finished for the season. New-crop sizing remains challenging, particularly on 40/70ct, and is expected to remain an issue throughout the season. Lead time will be important to secure product. Washington potatoes are showing excellent quality, peaking on mid sizes, while larger and smaller counts remain tight. Colored potatoes are available from ID, WA, CA, MN, and WI. California and North Carolina sweet potatoes remain limited, with Mississippi sweets off to a slow start.

Commodity/Region	Supply	Price	Quality
Idaho Falls, Idaho (August-July)	Steady	\$\$\$	Good
Pasco, Washington (August-July)	Steady	\$\$\$	Excellent



Squash

ALERT

East Coast squash supplies remain tight, with light volume from NC/NJ and Georgia slowly building. Florida production is expected in mid-to-late October. West Coast yellow squash is extremely limited, while zucchini remains tight but slightly more available. Quality is mixed, with yellow squash requiring close inspection due to weather-related issues.

Commodity/Region	Supply	Price	Quality
Mexico (June - September)	Light	\$\$\$	Good
Ohio/MI/OH/NJ/NC (June - September)	Light	\$\$\$	Fair
California (May - October)	Light	\$\$\$	Fair



Stone Fruit

Peach and nectarine harvests are winding down and are expected to finish within the next 1-2 weeks. White peaches and nectarines are finished. Small black plums remain plentiful and well-priced, while red plums are tighter and primarily larger sizes. The kiwi market remains firm on light supplies, with availability slowly improving as California production begins.

Commodity/Region	Supply	Price	Quality
San Joaquin Valley	Steady	\$\$\$	Good



Tomatoes

Round tomato supplies are improving slightly in the East, led by Virginia as Tennessee winds down. Mexico remains tight, while California provides steady volume, mostly on larger sizes.

Roma supplies remain tight, with Florida not expected until late October/early November. California remains steady with good quality, while Mexico volume is declining.

Grape tomato supplies are tightening as Virginia and NJ/PA/NC wind down. Florida is expected mid-October, while Mexico remains light.

Commodity/Region	Supply	Price	Quality
Mexico (Year Round)	Light	\$\$\$	Good
Baja California (Spring/Summer - November)	Light	\$\$\$	Good
California (July - October)	Light	\$\$\$	Good

Price Key: \$\$\$ -Low, \$\$\$ -Steady, \$\$\$ -High

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Weather Updates



CALIFORNIA

A trough passing to the north Wednesday will deepen the marine layer, bringing near to slightly below-average temperatures through Thursday. Morning lows will range from the low 40s to mid-50s, with daytime highs in the mid-60s to mid-70s near the coast and upper 70s to mid-80s south of Soledad.

High pressure to the east strengthens Friday, bringing warmer temperatures back to near or slightly above average through the weekend.



MEXICO

Shower activity will remain light and isolated across Central Mexico through September 20, with mostly dry conditions expected over the next five days. Temperatures will remain warm and seasonal, with highs in the low 70s to low 80s and lows in the low 50s to low 60s through the weekend.



FLORIDA

Warm temperatures will continue through Sunday, with highs in the upper 80s to low 90s and lows in the low to mid-70s. Isolated to scattered showers and thunderstorms are expected over the next five days, with rain chances increasing into the weekend. Most showers will produce 0.05–0.30" of rain, with higher totals possible in thunderstorms. Winds will peak around 20–25 mph through Thursday, easing to near 15 mph Friday across southeast Florida and the Tampa Bay area.



ARIZONA

An upper-level trough approaching from the northwest, combined with increased moisture, will bring a heightened risk of thunderstorms and heavy rainfall across Central Arizona Tuesday night through Wednesday. Rain rates above 0.5" per hour are possible near Phoenix, with rain chances ending by sunrise Thursday.

Temperatures will remain seasonal Wednesday–Thursday before warming into the weekend, with highs in the 90s to low 100s rising to the low-to-mid 100s by Saturday. Morning lows will remain in the 70s to low 80s.

For more information: <https://www.ventusky.com/?p=31.4;-89.7;3&l=rain-3h>

Freight Updates



Freight this week sees signs of product delays from the production side and dwell time at shippers increasing, especially in the value added sector. Expect the coming weeks to be challenging as growing regions start to switch to new crop and out of route pickups become a factor.



U.S. On-Highway Diesel Fuel Prices*(dollars per gallon) [full history](#) [XLS](#)

	08/31/26	09/07/26	09/14/26	Change from		
				2 year ago	year ago	week ago
U.S.	5.599	5.967	6.285	↑ 2.759	↑ 2.546	↑ 0.318
East Coast (PADD1)	5.448	5.744	6.158	↑ 2.573	↑ 2.410	↑ 0.414
New England (PADD1A)	5.736	5.990	6.202	↑ 2.384	↑ 2.241	↑ 0.212
Central Atlantic (PADD1B)	5.838	6.051	6.312	↑ 2.502	↑ 2.392	↑ 0.261
Lower Atlantic (PADD1C)	5.276	5.605	6.096	↑ 2.617	↑ 2.433	↑ 0.491
Midwest (PADD2)	5.571	5.946	6.250	↑ 2.769	↑ 2.540	↑ 0.304
Gulf Coast (PADD3)	5.360	5.754	6.027	↑ 2.855	↑ 2.638	↑ 0.273
Rocky Mountain (PADD4)	5.555	5.805	6.066	↑ 2.478	↑ 2.344	↑ 0.261
West Coast (PADD5)	6.497	6.987	7.250	↑ 3.006	↑ 2.727	↑ 0.263
West Coast less California	5.872	6.314	6.566	↑ 2.748	↑ 2.432	↑ 0.252
California	7.218	7.764	8.039	↑ 3.306	↑ 3.068	↑ 0.275

*prices include all taxes

For more information: <https://www.eia.gov/petroleum/gasdiesel/>

Crop Updates



What's Eating at Salinas?

For the last few weeks, we've been talking about disease, insects and lower harvestable yields in the Salinas Valley. This week, those issues are starting to show up more clearly in the market.

Iceberg has moved from something we were watching to the star of the show. Supplies have tightened, markets are moving, and we're now seeing second-tier escalation on several iceberg packs. Romaine is trailing behind. It's dealing with many of the same field issues, but supplies have held together better and the market hasn't reacted nearly as aggressively.

Insects are becoming a bigger part of the story too.

Trap counts across the Salinas Valley are showing higher thrips and Diamondback Moth activity. Thrips matter on lettuce because they help spread INSV from plant to plant, which only adds to the disease pressure growers are already dealing with.

Diamondback Moth is creating a different headache in broccoli and cauliflower. The larvae can work their way deep into broccoli crowns and cauliflower heads, where they can be difficult to see during harvest. In some cases, the product can look fine from the outside and the insects are not discovered until it is trimmed or processed into florets. That makes the problem more than just a field issue. It can also reduce usable yields and create quality problems further down the supply chain.



Crop Updates



That's really what makes this time of year tricky. There can still be plenty of acres in the ground, but that doesn't always mean there is the same amount of good product available to pack.

The good news is there is a little relief coming. Huron should start coming into play around the middle of October and give us another source of lettuce and leaf as Salinas begins to wind down. It's a short deal, but if the crop comes in as expected, it should help bridge the gap before Yuma gets going in mid-November.

For now, iceberg is leading the move, romaine is trailing behind, and broccoli and cauliflower remain worth watching as insect pressure builds. The next few weeks will be about getting as much good product as possible out of the remaining Salinas fields while we wait for the next growing areas to come into play.

