



MIDWEST
FOODS

INDUSTRY ALERT: Massive Flooding in Monterey County, California due to Multiple “Atmospheric Floods” will Impact Availability and Pricing of California Crops

Update: March 23rd, 2023



Photo Credit: David Swanson/REUTERS

We continue to hear from our farm partners about the impact that the flooding is having on their production. Some growers estimate impacts will continue to be seen through August. Forecasting is difficult at this time. [Here](#) is an article that discusses the event, and specifically it’s impact on the berry market.

From March 20th:

California has recently experienced repeated extreme weather events, known as “atmospheric rivers” which are powerful storms fueled by arctic air. They have been hit with 11 so far, and a 12th devastating “atmospheric river” is still expected to hit. These heavy storms have caused massive flooding which is having a huge impact on California crops, especially those out of the Salinas area. We have received communications from several of our growers detailing the tremendous effects these floods have had. Even once the floodwater recedes, growing conditions will be poor and there will be a delay and supply gaps as we move to these growing areas. Full planting in Salinas Valley will be delayed due to rain and flooding. We are anticipating industry-wide supply gaps as soon as the beginning of April. **Lettuces, berries, broccoli, cauliflower, celery, citrus, and other California crops** will be affected, limited in supply and/or higher priced while in the aftermath of these events. We will continue to prioritize bringing you quality produce and keeping you up-to-date on the latest market information on this.

If you have any questions or concerns please reach out to your Business Development Associate or call Customer Service at 773.927.8870.