

the Fresh Press ALERT

Produce that's Fresh. Information that's to the Point.

MARCH 16, 2023



FLOODING IN CALIFORNIA

PHOTO SOURCE: NORTH AERO - [HTTPS://WWW.YOUTUBE.COM/WATCH?V=UWDR2_898RE&T=7S](https://www.youtube.com/watch?v=UWDR2_898RE&T=7S)

In January, flooding in California's Salinas Valley covered an estimated 25,000 acres of agricultural land, causing upwards of \$50 million in damage. On March 12th, the Salinas River rose to even higher levels again flooding the Salinas Valley.

Currently, total losses to various crops are unknown. What we know is that approximately 15% of the available land has been under water and countless acres of product will now NOT be available for harvest. Any land covered in flood water must undergo a variety of environmental testing before planting in the fields again. With the average growth cycle on items like: Broccoli, Cauliflower, Romaine, Iceberg ranging from 90-120 days we will see major disruption in supply likely through early June.

Detailed assessments are unavailable at this time due to the fact that the river is expected to flood again Friday, March 17th. The image above is an aerial shot of some of the flooding.

Thank you for your patience during this time.