

# PRO\*ACT

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## Crop Update

*July 23, 2025*

Tropical activity remains relatively calm in the Pacific basin however, similar to last week, we are watching a low-pressure system that will move across northern Florida into the Gulf early next week. Very warm temperatures are expected across the Mississippi Valley into the Northeast as a heat dome builds across the region.

Central and West-Central Mexico is forecast to receive less rain helping promote growth in the region. The heavy rain this season has helped with the drought in the area over the past few years. Northwestern Mexico (Sinaloa, Sonora, Chihuahua) remain in severe drought conditions currently. Overall lettuce and leaf supplies are expected to continue to improve in the better weather.

In the Coastal California growing regions, unseasonably cool temperatures will continue to lessen growth rates across the region as the heavy marine layer continues especially for fields closest to the coast. Temperatures the past few weeks have averaged 7-10 degrees below seasonal norms. Mold, mildew and soil disease are on the rise in the fields, however not a major concern currently. Of most concern for growers remains Diamondback moth infestation in the Cole crops across the valley. The larvae are very active and well camouflaged on the plants making it very difficult for growers and harvest personnel to find the embedded pests. Broccoli and especially brussels sprouts have been impacted by infestations in some fields. Brussels sprouts were already very limited due to seasonal transition (Mexico finishing early due to quality issues) and cooler temperatures limiting growth in the upcoming Salinas Valley region. Supplies are expected to remain tight for the next couple weeks at a minimum.

As always, weather patterns will be crucial to future supplies from the numerous growing regions.

