

Strawberry Market Tightens

The strawberry situation is an absolute mess. An already demand exceeds supply market has reached a no supply market out of California. The storms that hit California last weekend dropped anywhere from 3 to 6 inches of rain and it is currently still raining. The forecast is for another storm to hit the growing areas again this weekend. Strawberry growers will be stripping fruit for the next 2 to 4 days and every time a storm comes in they will have to start this process over. The rain has caused severe harvest interruptions and Driscoll strawberries will be exceptionally tight for the next 2 to 3 weeks. During this time, we may have to substitute Driscoll strawberries with Florida strawberries. Quality is Fair. Strawberry issues to be aware of include bruising, decay, pin rot, white shoulders and water soaked berries.