



## STRAWBERRY ALERT

Keany Produce & Gourmet would like to alert you of some expected issues in volume and quality of strawberries. These issues are due to mostly to the weather related events below:

- Central Mexico experienced weather related quality issues that eliminated a large percentage of strawberry volume. This means that production will taper off and finish in early May.
- Strawberry from Florida is light and is tapering off due to the natural downtrend of the region – all production will be over in the next few weeks.
- California is experiencing a lot of weather related issues, mainly cold fronts starting from late February to early this month has negatively affected strawberry growth. March has proven to be very rainy which created quality concerns. We are hoping to see better weather that can lead to a peak in supply and volume in mid-April.

We will continue to update you with any major changes in the market.

Thank you.

