

Seasonal Transition Update: Impact on Lettuce, Greenleaf, Romaine, and Other Wet Leafy Products



Dear Valued Customer,

We hope this message finds you well. As we approach the seasonal transition from our growing regions in Watsonville and Salinas, California, to Yuma, Arizona, we want to provide you with an important update regarding our lettuce, greenleaf, romaine, and other wet leafy products, as well as potential changes in pricing.

Seasonal Transition Overview

As we move into the colder months, the shift in growing regions from the cooler coastal climates of Northern California to the warmer, desert conditions in Yuma are a natural part of ensuring a steady, year-round supply of fresh produce. However, this transition may bring temporary fluctuations in product availability, quality, and, in some cases, price.

Impact on Lettuce, Greenleaf, Romaine, and Other Wet Leafy Products:

1. **Lettuce (Iceberg):** The transition to Yuma often leads to slight differences in the size, firmness, and appearance of iceberg lettuce. Warmer growing conditions can result in smaller or denser heads, though the quality remains high. These changes may affect yields, leading to brief gaps or fluctuations in supply.
2. **Greenleaf:** Greenleaf lettuce typically matures more quickly in the warmer temperatures of Yuma, which can result in tender, vibrant green leaves. However, this accelerated growth can also impact the consistency of product size and shelf life, requiring extra attention in handling and packaging.
3. **Romaine:** Romaine lettuce is especially sensitive to environmental changes. As we transition to Yuma, there may be slight variations in leaf texture, size, and color, as well as a more pronounced flavor profile due to the warmer growing conditions. We anticipate some variability in the product, but we are working closely with our growing partners to ensure consistent quality.

Price Adjustments and Factors Affecting Pricing:

Along with these shifts in product availability and quality, there are several factors that may lead to price increases in the coming months:

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1. **Weather and Growing Conditions:** The warmer conditions in Yuma, while ideal for some crops, can also pose challenges, including higher water usage, pest management, and labor costs. These factors can contribute to increased costs for growers, which may be reflected in pricing.
2. **Transportation and Logistics:** Moving products from the Yuma region to various distribution points may result in higher transportation costs, especially as fuel prices fluctuate and transportation demand increases during peak season. This is an additional cost that may be passed along to our customers.
3. **Supply Chain Pressures:** As with all seasonal transitions, there are inherent risks in supply and demand dynamics. Shorter harvest windows, occasional weather-related disruptions, and changes in product yield can lead to less consistent availability, which may impact pricing.

What You Can Expect:

- **Availability:** While we are working to ensure a smooth transition, there may be brief disruptions in availability as we shift from Salinas and Watsonville to Yuma. We will keep you informed of any significant changes to supply and make every effort to minimize delays.
- **Quality:** Though we expect some natural variations in the quality of lettuce, greenleaf, and romaine because of the growing region change, our team is dedicated to maintaining high standards and delivering fresh, premium products. Any quality differences will be temporary.
- **Pricing:** Due to factors such as growing conditions, labor, and transportation, we anticipate a potential increase in prices for lettuce, greenleaf, romaine, and related products. While we understand that price fluctuations can be challenging, we will strive to be transparent and provide as much notice as possible regarding any price changes.

We will continue to communicate with you in advance of any significant changes in pricing or availability, so you are well-prepared for the season ahead. We understand that consistency in product quality and pricing is critical to your business, and we are committed to making this seasonal transition as smooth as possible. If you have any questions or would like to discuss potential price adjustments or product availability further, please feel free to reach out to our customer service team.

Thank you for your continued support and partnership.