

FRESH LINK MARKET REPORTS

10/01/2024

RE: Hurricane Helene - Market Alert

In the last few days, we have been gathering info as to the extent of Hurricane Helene's damage as it pertains to the growing regions of the southeast specifically. The following is what information we have at this point:

Florida:

Despite 126 mph winds and heavy rains hitting the western half of the state, little damage was done. Practically nobody had plants in the ground at this point, but they were getting ready to plant this week. Ground saturation levels are manageable, and they are on schedule to harvest squash toward the end of October.

Georgia:

This is the greatest area of concern right now. Helene travelled directly through the center of what has historically been the most prolific eastern growing region for October through mid-November, dropping over 12" of rain with 95mph winds., which was already experiencing a 7-10 day delay due to Hurricane Debbie. The area continues to be without power and many of the fields remain flooded. Further to the west of the state is primarily corn country and they saw only some winds and rain; nothing that would dramatically affect production. The eastern portion of Georgia did not fare so well with damage being very spotty throughout. Some growers were just far enough east to avoid any severe damage. There is currently product in shippers' coolers as growers have gone into the fields and pulled as much as they can off the plants. This is mostly squash and cucumbers. But as we get into next week, we will begin to feel the full effects of this situation. Bloom drop, high demand as NJ and MI/Ohio finishes up and another bout of heavy rain on its way means light supply, strong markets and some significant gaps in peppers and eggs specifically as we get into the Fall season.

Western North Carolina:

While Fall is a very short window of production for this region, it is now a complete loss for the season. The flooding has been bad enough for the governor to declare a National State of emergency. There are still growers in the eastern part of the state who experienced negligible damage but most of the dry veg was grown in the western region.

