



2018 December Produce Update

The biggest news nationally was the romaine E. coli outbreak that happened on the day before Thanksgiving. Due to the CDC's recall, all items containing romaine had to be pulled off the shelves. They have now determined that the affected area was the central coast of California, an area starting at Ventura county and extending north to Monterey county. Romaine grown outside of these areas has been deemed safe to eat by the CDC.

A side effect of the romaine scare is that the demand for all the other types of packaged salads and leaf lettuces increased in order to fill the spaces on the shelves. Looking ahead, the growing region for salads and leafy greens is moving from the central coast of California to the desert regions of California and Arizona. More salad varieties and romaine should return to the shelves early to mid-December.

Another item of note is the recent labor strike in Mexico's avocado growing regions. During this time availability of avocados became tight and the prices have reflected that. News from that region is that the strike is over and you can look for the prices on avocados to ease a little in the coming weeks.

At Good Harvest Market we carry local and only 100% organic produce. These recent events have not had a large impact on us. While conventional stores had mostly empty shelves during the romaine scare, we were able to fill in with locally grown aquaponic salad mixes from Windy Drumlins, Superior Fresh and Urban Organics. In addition, while conventional stores were completely out of avocados or were charging a premium for conventionally grown avocados, we were able to keep a supply of organic avocados at the same price as conventional avocados. Knowing where, how and who grows your food is becoming more and more important as outbreaks like these occur more frequently. This is why it is our mission here at Good Harvest Market to source local whenever possible and to only carry 100% organic certified produce.