



Citrus Update – Sept. 17, 2018

Halos

- heavier crop than 2017
- many more Murcotts (late fruit)
- start date near the end of October
- We will have POS material displayed at our Sept. 27th Expo. We will pride the national promotional planner when we receive it.

Grapefruit

- Florida projected for mid-October
- we'll see if Florence has any effect
- Texas expected 7-10 days later. Texas crop forecasted to yield smaller fruit.

Australian Navels

- Approximately 3 more weeks.

Calif. Navels

- Start of harvest projected for 3rd week of October
- expect to have promotional volume by November 1
- crop expected to be up in tonnage but heavy to 88ct fruit
- forecast is for a cold dry winter – we'll see what happens!