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**PRESS RELEASE: October 26, 2016**

**Strawberry Market Very Weak,  
Trinity Fresh Out of Stock Tonight**



**Please see the note below from one of our strawberry growers, Andy from The Produce Center. We expect strawberries to be very hit and miss over the next few weeks. We have none in house today for deliveries tomorrow and expect very limited supply over the next few weeks. Please feel free to reach out to customer service should you have questions about availability (916) 714-7368 or [orders@trinityfresh.com](mailto:orders@trinityfresh.com)**

*So we now have our demand exceeds market. The problem is now that we have it, quality is fair at best overall and volumes are way down and will be for at least the next 2-3 weeks. We are all still finding pin rot and other issues stemming from the last rain we had over a week ago, which is creating mold and decay on arrivals for shipping beyond 2 days, and you'll also notice for the most part, the bruising isn't too bad and overall the fruit is really firm.*

*Central Mexico is trickling across fruit, but most fruit is not worth shipping out of Texas at the moment. We will start having some fruit crossing next week but we are not taking any orders against it yet to buffer any issues we may see with our supply out here.*

*Hearing some guys actually finding decay in their fields in Oxnard as well already.*

*The rain on the horizon for California looks to potentially bring 1-1.5" in total which could be very damaging. There are also smaller rain cells following this large one on Thursday/Friday which could prohibit getting in the fields and cleaning everything up. Quality will continue to be fair at best for a while.*

*Our hooped fruit is still not producing any numbers and we are looking at 2-3 weeks before we see any relief there. Production will be slow for us in the interim.*

*We are currently in a pro-rate situation for the orders we have taken this week and from Thursday on, will be day to day, and honestly not wanting to ship any fruit beyond 2 days travel. All orders will continue to be subject to pro-rates and possible cancellations due to Mother Nature.*

**We are currently doing everything we can to minimize the impact to your business but it is very likely that we will be out of strawberries at various times throughout the next few weeks. Please be prepared to take them off of your menu or offer other alternatives.**