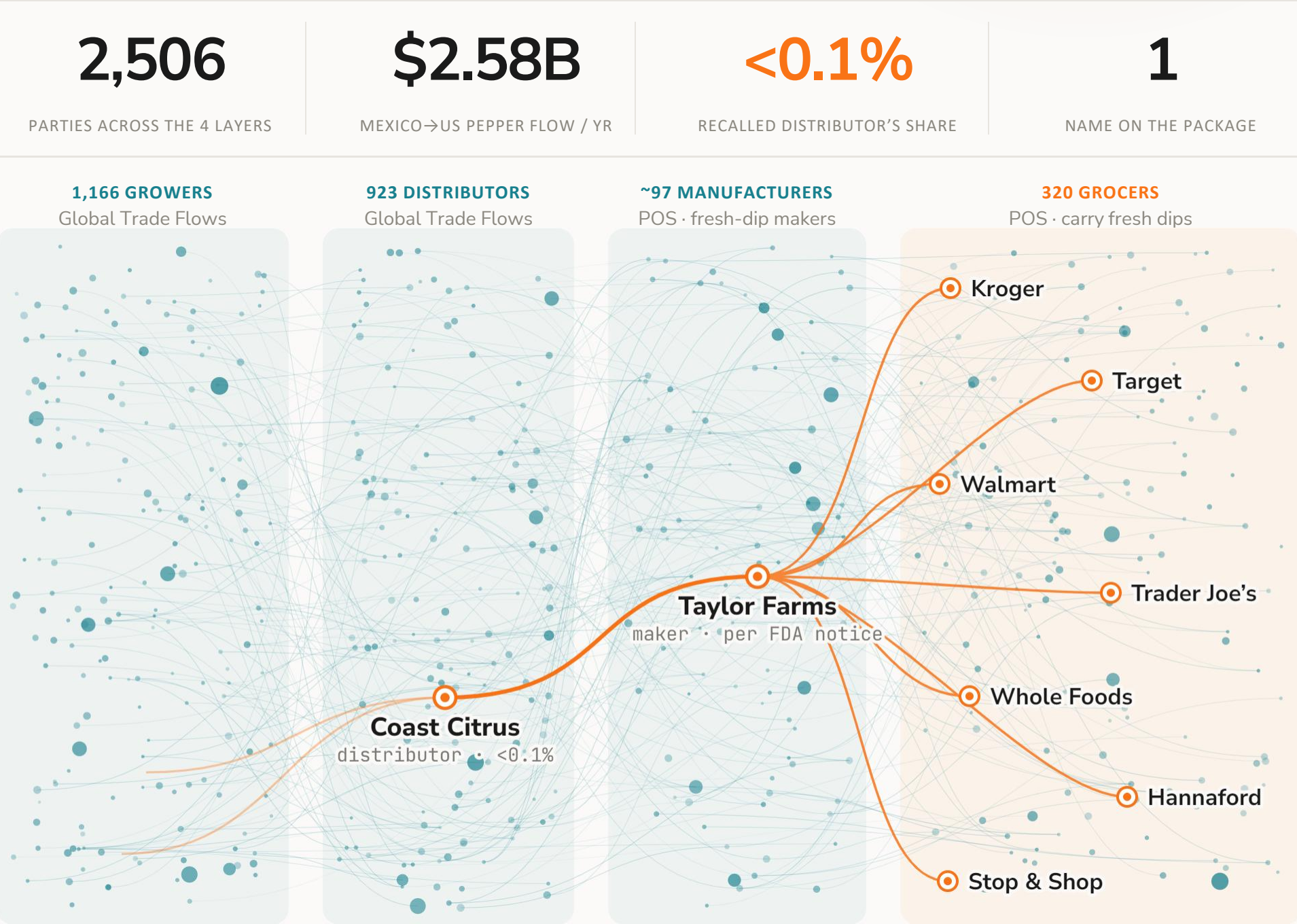


The layers of anonymity behind a jalapeño recall.

Follow the recalled jalapeño across the chain and the named parties are **one of many at every layer**: 1,166 Mexican growers → 923 US importers → ~97 prepared-food makers → 320 grocers. Coast Citrus is **<0.1%** of the Mexico → US pepper flow; Taylor Farms is one maker among dozens. It isn't a pipeline you can easily trace; it's a complex mesh.



Jalapeño-specific: ~\$130M / yr within this pepper flow
isolated via Carbon Arc Trade Claims – CA0040; global trade flow codes do not split variety on their own

Sources:
Growers & distributors: Carbon Arc Global Trade Flows – CA0069B, HS 0709.60, Mexico→US, 2024–present.
Manufacturers & grocers: POS – Instore & Online – CA0034: distinct companies/store-brands in the fresh pico / guac / salsa category.
Jalapeño-specific value: Carbon Arc Trade Claims – CA0040.
Coast Citrus, Taylor Farms & the 7 retailers highlighted **per FDA / Taylor Farms recall notice, Aug 2026**

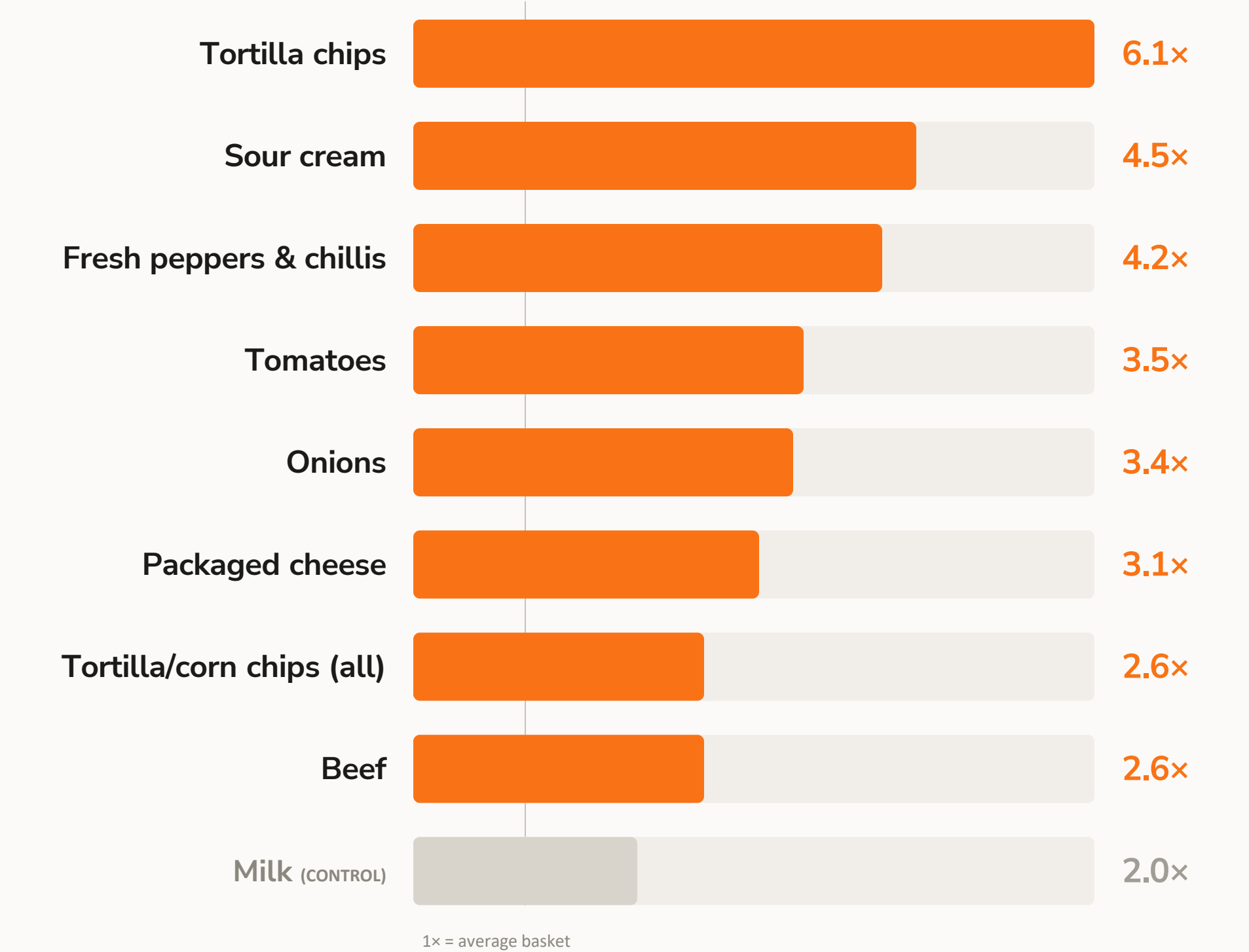
Carbon Arc makes no assertion that Coast Citrus or Taylor Farms (or any party) caused or is responsible for any illness.

Pull the pico, and the whole taco-night basket wobbles

6.1x

TORTILLA CHIPS IN A FRESH-DIP BASKET

Baskets containing a fresh pico / guac / salsa item are far more likely than the average trip to also carry the rest of the occasion. Lift = how much a category over-indexes vs. its baseline rate. The staple control (milk) barely moves, so the 3–6x on chips, sour cream and chiles is a real occasion signal, not big-trip noise.



Source: Carbon Arc POS – Instore & Online – CA0034 • 375,868 fresh-dip baskets vs. 32.3M total baskets, 2024–present.

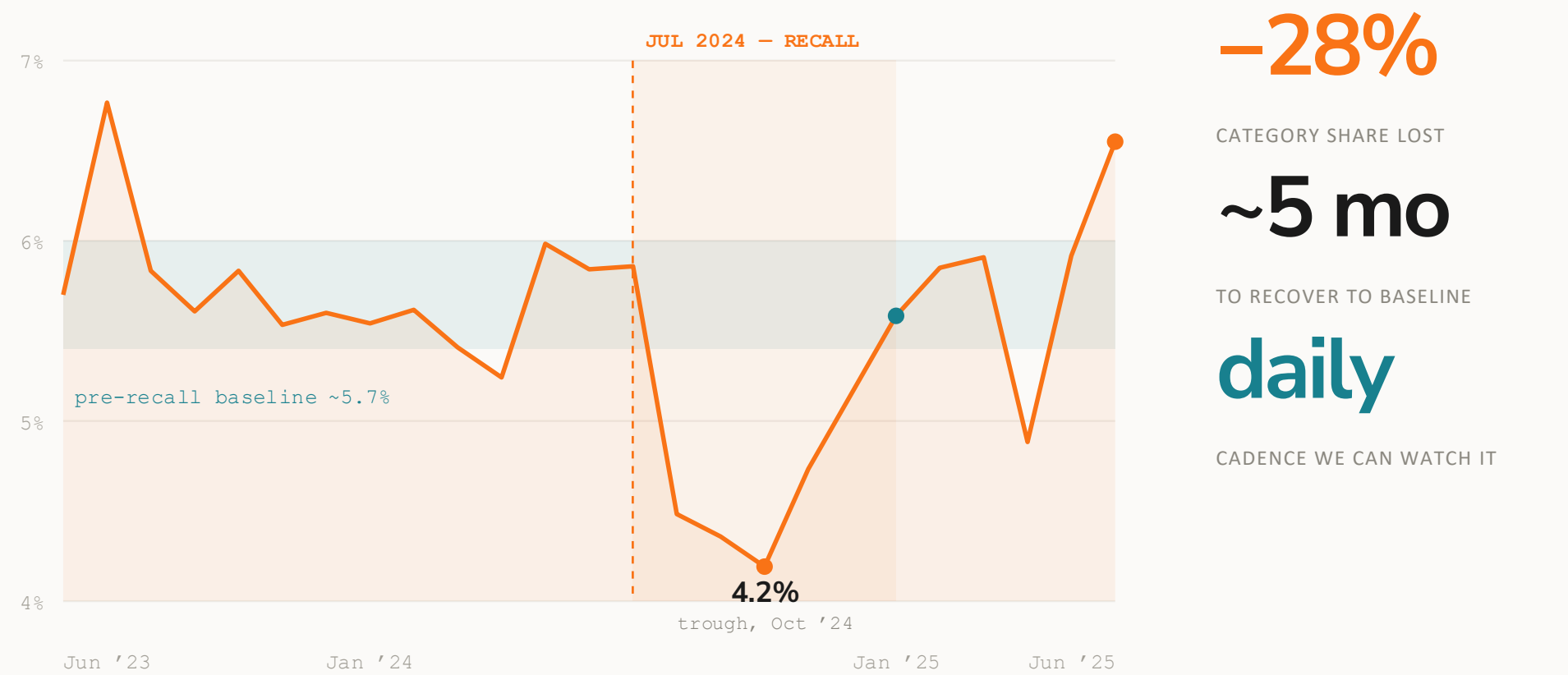
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What Carbon Arc tracks as a recall unfolds

The jalapeño recall is still landing across the platform, but the playbook for tracking is possible. Here is the last major grocery recall, from data within the Carbon Arc platform, and the five signals to run as a fresh-food recall unfolds.

EXAMPLE • BOAR’S HEAD LISTERIA RECALL, JULY 2024

The recalled item’s **share of its category** fell ~28% within three months. The data saw the path down, and the time to get back up.



- | | | | | |
|--|--|--|--|--|
| 01 Search & attention
Clickstream · daily, T+1d
product & 'salmonella' searches | 02 Spend vs. baseline
Credit Card · daily, T+3
item share of its category | 03 Foot traffic
Foot Traffic · daily, T+5
visits at exposed banners | 04 Basket contagion
POS Instore · weekly, T+7
attached categories at risk | 05 Supply flow
Global Trade · weekly, T+4-8 weeks
origin & grower concentration |
|--|--|--|--|--|

Same playbook **on the recalled pico, guac & salsa**, from day one.

Source: Carbon Arc POS – Instore & Online – CA0034 · Boar’s Head share of deli-meat category spend, monthly, Jun 2023–Jun 2025.

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