

# the Outlook

We continue to track Tropical Storm Franklin currently in the Bay of Campeche approaching the Vera Cruz coast. Franklin will likely reach hurricane strength in the warm gulf waters before reaching landfall. Conditions are favorable for intensification and Franklin is expected to be a category 1 storm as it reaches mainland Mexico early Thursday. Powerful winds and heavy rains (4-8 inches) are expected across South-Central Mexico with lesser amounts in regions to the north. As Franklin crosses Central Mexico it will lose some strength as it interacts with the mountainous terrain. Franklin will continue to be a large tropical system as it moves into the Pacific Ocean over the weekend. Remnant moisture may impact Northern Mexico and Baja into early next week. At this point we will have to wait and see how the various regions and numerous crops in the line of fire come through the storm.

