



THINGS YOU SHOULD KNOW:

Green bell peppers remain very short and quality is only fair.

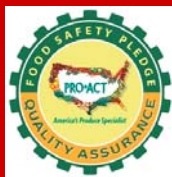
Tomatoes in all areas are in short supply. Demand exceeds supply, fob's are high.

Bartlett pears are finished for the season

Honeydew and Cantaloupe supplies are limited

Grape supplies are extremely limited

Nappa cabbage will be light in availability due to excessive seeder in the fields. Product will be light all this week.



The Source

March 22, 2010

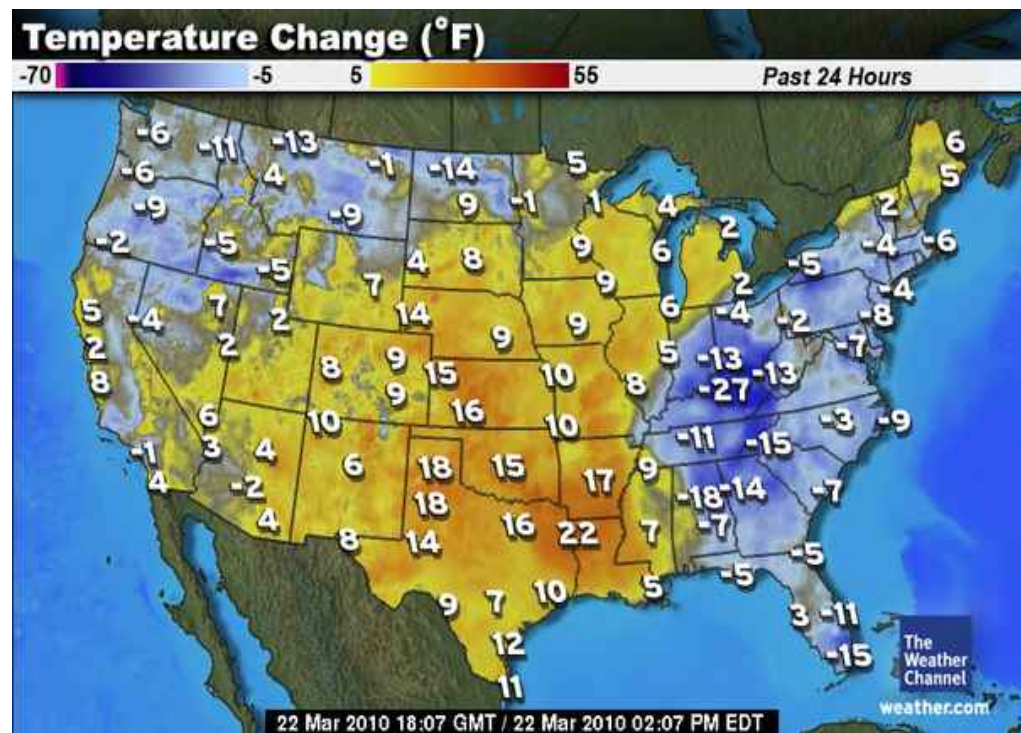
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Weather: *Tim Lynch*

High pressure out west will push/keep incoming Pacific storm systems to the north of the western growing regions through the week. High clouds will bring a slight cool down through mid week to the region as these systems pass to the north.

Temperatures are expected to reach the low 70s in Central and Southern California with low 80s likely in the desert locals the latter half of the week. This will continue to improve growth rates in the fields as we move into the transition season in California.

Partly cloudy skies with mild temperatures, (upper 60s to mid 70s) are expected throughout Florida into Wednesday. High pressure system moves into the area mid-week bringing a gradual warm up of temperatures (70s to the north to low 80s in the southern regions.) the latter half of the week. Long range forecasts show a chance of showers returning over the weekend.



Freight: *Mike McIntire*

The availability of eastbound trucks in California remain tight and will stay that way with the Easter pull starting. Idaho trucks for onions and potatoes are still extremely tight. Apple trucks in Washington remain steady. Crude oil prices are currently at \$81.25. The diesel price for this week is up .022 cents to 2.946.

Commodity Updates

APPLES/PEARS *John Tole*

Washington shippers are still looking for help moving large Reds and Golds while they struggle to get the smaller foodservice sizes. This trend is going to worsen as Mexican export demand is up and supplies of the smaller Gala variety are lower. Supplies of the smaller Red, Gold, & Granny-smith fruit will remain light until new crop starts in late summer/early fall. Meanwhile there are some deals to be had on larger Reds and Golds. There are still some tremendous deals on 48/56/64's in most varietal apples as well. Please consider varieties other than red delicious for your foodservice orders that require smaller fruit. Gala's will start to go up this month as the smaller shippers finish packing. Most varietals are also large and heavier to the premium grades. D'anjou pears are in excellent shape with good supplies in Washington and like the apples are mostly large. Bosc, Seckel, Concorde, Comice and Red Crimsons varietal pears are available as well although supplies are getting low.

ASPARAGUS *Gabe Romero/Mike Pacheco*

This asparagus market is stronger. The Easter pull has caused supplies to be light/moderate and all sizing has increased in price. Supplies will continue to be lighter on jumbo sizing from Mexico and California. Peruvian product is still available on the East and West Coast. The Quality of Mexican product continues to be good. California production can be loaded in Salinas and Yuma.

AVOCADO *Tim Kelley*

California growers have improved their harvest. Fruit is beginning to size up. Chilean fruit volumes are very light as their season is at the end. Mexico's volume is lighter as growers are holding off on production.

Mexican Fruit: Mexico represents the bulk of the avocados on the market. Growers are slowing their harvest to firm their market.

California Fruit: Growers are picking better supplies as fruit is beginning to size.

Chilean Fruit: Chile is winding down quickly, with many shippers received the last of their fruit this last weekend. Quality remains good.

Commodities at a glance...

<u>Commodity</u>	<u>Quality</u>	<u>Market</u>
Apples	Excellent	Steady
Asparagus	Good	Higher
Avocado (Mexican)	Good	Steady
Avocado (California)	Good	Steady
Bell Peppers (Western)	Fair	Higher
Bell Pepper (Eastern)	Fair	Higher
Berries: Strawberries	Good	Steady
Berries: Raspberries	Good	Steady
Berries: Blackberries	Fair	Steady
Berries: Blueberries	Fair	Higher
Broccoli	Good	Steady
Carrots	Good	Steady
Cauliflower	Fair	Lower
Celery	Good	Lower
Citrus: Lemons	Good	Steady
Citrus: Oranges	Good	Steady
Cucumbers (Western)	Good	Steady
Cucumbers (Eastern)	Fair	Higher
Grapes	Good	Lower
Green Onions	Good	Steady
Lettuce: Leaf	Fair	Lower
Lettuce: Iceberg	Fair	Lower
Melons: Cantaloupe	Good	Steady
Melons: Honeydew	Fair	Higher
Onions	Good	Higher
Pears	Excellent	Higher
Potatoes	Good	Steady/Higher
Squash (Western)	Good	Higher
Squash (Eastern)	Good	Steady/Higher
Stone Fruit	Good	Steady
Tomatoes (Western)	Good	Steady
Tomatoes (Eastern)	Fair	Steady
Watermelon	Good	Steady

Commodity Updates *continued*

BELL PEPPERS *Tim Kelley*

Western Green Bells and Colored Bells:

Mexico is struggling with supplies from previous bad weather and with disease issues which has lessened yields or has completely knocked some growers out earlier than expected. Many growers are picking red bell fields in the green stage which will shorten the red bell supplies in upcoming weeks.

Production on green bells will remain very light and size will be running small. Expect this to continue through the balance of the month and into April. The California desert crop will start middle to end of April. Florida is expected to start early April with steady volume by mid-April.

Eastern Bells: *Janine Baird*

Little to no bell peppers are available in Florida. Rain this week and last is making matters more difficult, and the cold weather that went through Florida has kept plants from growing. This will not change for the next few weeks. Look for product to remain tight, and prices high, as Nogales also has limited availability. Prices have not been this high on peppers in twenty years or more.

BERRIES *Mike Gorczyca*

Strawberries: Strawberries are being harvested in three areas right now in California Oceanside, Oxnard and Santa Maria. California Strawberry market is steady the start of this week but look for it to firm up a little as this week moves on due to the Easter demand kicking in. Quality out of California is great. Florida strawberry growers have been dealing with some rain over the weekend which is slowing down production and hurting the quality. Market is steady to slightly stronger the start of this week. Quality is fair. Supplies coming out of Mexico are done for the season from most shippers.

Raspberries: Lighter supplies and good demand is firming this market up. Quality is good.

Blackberries: Moderate supplies of blackberries coming out of Mexico this week has caused steady market. Quality is fair.

Blueberries: Market is slight stronger with limited supplies coming out of Chile. Quality is fair at this time with some light mold showing up in most packs. There are some very light

supplies being harvest in Florida and California. Quality is good on this fruit. Look for the market to slowly increase over the next couple of weeks.

BROCCOLI *Gabe Romero/Mike Pacheco*

This market is currently stable but product availability continues to be light on bunched and crowns. Yuma supplies are starting to dry up and production in Salinas has picked up but only in moderate numbers. Contract business is being covered first by suppliers. Supplies are expected to be light throughout the week. Broccoli crowns continue to have small size heads.

CARROTS *Tim Kelley*

California carrots are coming out of Bakersfield for the next week or two weeks with good supplies. Yield and quality are good and there should not be any gaps for the next couple of months.

CAULIFLOWER *Gabe Romero/Mike Pacheco*

This Market is a little softer. Production continues out of Yuma and Salinas. Santa Maria production is getting stronger so there are three growing regions to pull from. Some discoloration continues to be seen upon arrival but not as extensive as in past weeks. This commodity will be a roller coaster throughout the season.

CELERY *Gabe Romero/Mike Pacheco*

This market is softer. Better supplies exist on larger sizing, 24s in particular. Production is stronger in Oxnard and Santa Maria compared to previous weeks. There is very little product in Yuma. The quality continues to be good from all the growing regions.

CITRUS *Tim Kelley*

Lemons: Supplies are good on 115's and larger, with 165's and especially 200's are less available with pricing firming. Quality is very good.

Limes: Limes are very short and expect them to stay short until mid May.

Oranges: Demand remains steady. Crop continues to peak on fancy 72's, 56's and 88's. The supplies of choice grades remain tight.

Commodity Updates continued

CUCUMBERS

Western Cucumber: *Tim Kelley*

Mainland Mexico production is showing some light increase and looks to keep increasing slowly over the next 2 to 3 weeks as new areas come into production. There are a few cucumbers starting to come out of Baja and will increase through the month.

Eastern Cucumbers: *Janine Baird*

The end of the off shore deal in Florida means scarce supplies and marginal quality. With weeks of bad weather holding up the spring domestic crops, the gap in supply will lead to higher prices for the remainder of the week and well into next week.

GRAPES *Amy Grolnick*

Product now with better availability on red and green seedless due to lighter demand. Crimson are just starting to come in; Flames will be finishing up over the next couple of weeks. The Greens, Sugarones and Thompsons, will be the most prevalent over the next few weeks as shippers are trying to get them in prior to the marketing order there are deals to be made here. Black seedless are in lighter supply and excellent quality. Red Globes with very good quality and good availability.

GREENONIONS *GabeRomero/Mike Pacheco*

This market continues to be steady with product coming from Mexico. Demand is light. Pencil sizes continue to have the largest availability. There have been some issues on light yellowing on processed items. Suppliers are working on fixing this problem as quickly as possible.

LEAF LETTUCE *GabeRomero/Mike Pacheco*

The leaf market is softer. Huron production is in full swing along with Yuma. Production in Yuma is expected to go into the second week in April with some suppliers. Weather is always a factor that can change the production schedule. Most suppliers are entering new fields so product is expected to be of good quality. Green and red leaf have been clean, and supplies will be good throughout the week.

LETTUCE *Gabe Romero/Mike Pacheco*

This market is softer. Production numbers have

increased in Huron. Yuma with its warm weather has suppliers looking to make deals to keep the volume moving. The lettuce in Huron is on the lighter side, 34-38 pounds to be specific. Yuma is expected to be harvesting product through the month of March and part of April. There continues to be a few issues of pink ribbing, discoloration, and mechanical damage seen upon arrival.

MELONS *Amy Grolnick*

Cantaloupe: Product continues to be limited. Honduran and Guatemalan product are both coming into the US. Guatemala and Honduras is still limited on product. Demand exceeds supply this week as retail promotions has started. Product is coming into both Pompano and Manatee, Florida. There is product on the West Coast out of the LA area and some fruit coming into New Jersey as well.

Honeydew: Demand continues to exceed supply. Offshore fruit is still arriving into Florida, California and New Jersey with volume supplies still mainly in 5's and 6's. Product quality is getting better but still fair. Nogales is receiving Mexican fruit with limited availability and fair quality as well.

ONIONS *John Tole*

Northwest yellows & reds are steady even though supplies are lower. Most shippers are still managing their storage inventories to cover contracts and regular customers to insure supplying them into April. The northwest yellow sizing remains heavy to jumbos and larger while mediums remain very short, and quality is holding nicely. Mexico continues to consume most of its own yellow and white onion crop instead of sending it to the U.S. and until they have enough to satisfy their own demand that trend will continue. Domestic whites are very limited and in still in a demand exceeds supplies situation. A few whites, reds, and yellows have crossed from Mexico but the volume is very low and the prices are high. The volume of Mexican sack onions is up today. The quality from Mexico is good to fair on all colors. The Texas crop is going to start in April but we still hear they're going to be late. Texas has warmed up in the past few days which is good for the onions.

Commodity Updates continued

POTATOES *John Tole*

The Idaho market is up on the bigger cartons due a smaller Burbank size-profile and a lack of the larger Norkotahs. The “Burbs” are peaking on 90’s & 100’s and are producing a lot of number-tuos, while the “Norks” are peaking on 60’s & 70’s but very few shippers are running them. Expect this trend to continue as the Burbank is now the predominate variety in Idaho. Washington Norkotahs are steady on all sizes and they are still getting excellent quality while peaking on 70’s and 60’s. The smaller counts are still tight in Washington. Wisconsin and Colorado shippers are also packing Norkotahs and have a steady market and increased demand, especially on the larger counts. The quality in Wisconsin ranges from poor to good while Colorado potatoes are generally good. Mount Vernon, Washington continues with excellent quality on reds but is done with Yukon-Golds for the season. North Dakota continues to pack reds and golds but the availability is way down and they are pricing day-of-shipment. Idaho packers are going with reds and golds as well but the demand is very strong! California packers have lighter supplies of all colors. They will get back into better volume in April. South Florida is going with reds and Yukons but the volume remains light due to the freezes.

SQUASH

Western Squash: *Tim Kelley*

Mexico production is lighter and inconsistent. Southern growing areas have begun their seasonal decline and the northern areas have only started in a limited way. Baja is expected to start by the end of the month.

Eastern Squash: *Janine Baird*

Florida squash has come back a bit, but the quality remains questionable. Two straight weeks of heavy rains are leading to quality issues and tighter supplies, particularly on the medium sized product. Expect this market to creep up just slightly in the coming days.

STONE FRUIT *Amy Grolnick*

Peaches, Nectarines and Plums are all available with good quality and availability.

TOMATOES *Ryan Frayo*

Eastern: Florida continues to be a non-factor in the tomato supply chain. Some shippers where

anticipating some fruit to be available at the front of this week, but the fruit is not coming on fast enough and is too immature. Shippers are now saying possibly the middle to the end of May before supplies increase to normal production levels. There are a couple of shippers who are coming up with some fruit but the quantities are small and insignificant in the big picture. We can expect to see higher fob’s probably up through the spring accompanied with shortened supplies.

Western: Supplies out of both Nogales and San Diego continue to be low and diminished with a strong Mexican market. Growers are still trying to catch up to demand. They continue to be short on fruit and production is going slow. Fruit is slow maturing due to the cooler weather, persistent cloud cover and showers. All these are holding growers back. We could possibly see an upswing in production in the next couple weeks weather permitting. Fob’s continue to rise and could keep on going depending on the supply chain. On the other side it looks like the Roma market availability at this point is inconsistent. Last week we where seeing slight pricing decreases and now it is slowly going back up.

WATERMELON *Amy Grolnick*

Light supplies on both seeded and seedless product continues as demand continues to exceed supply. Quality on the Mexican fruit is fair at best. The mini seedless are in better supply and quality is good, the market has leveled off.

VALUE ADDED *Gabe Romero/Mike Pacheco*

On value added items, there have been a few issues reported. With chopped romaine and romaine blended items, there has been some brown and red discoloration. Expect to see some red to pink discoloration on shred and chopped lettuce items as well. Green onions have been reported to have some yellowing upon arrivals.