



The Source

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THINGS YOU SHOULD KNOW:

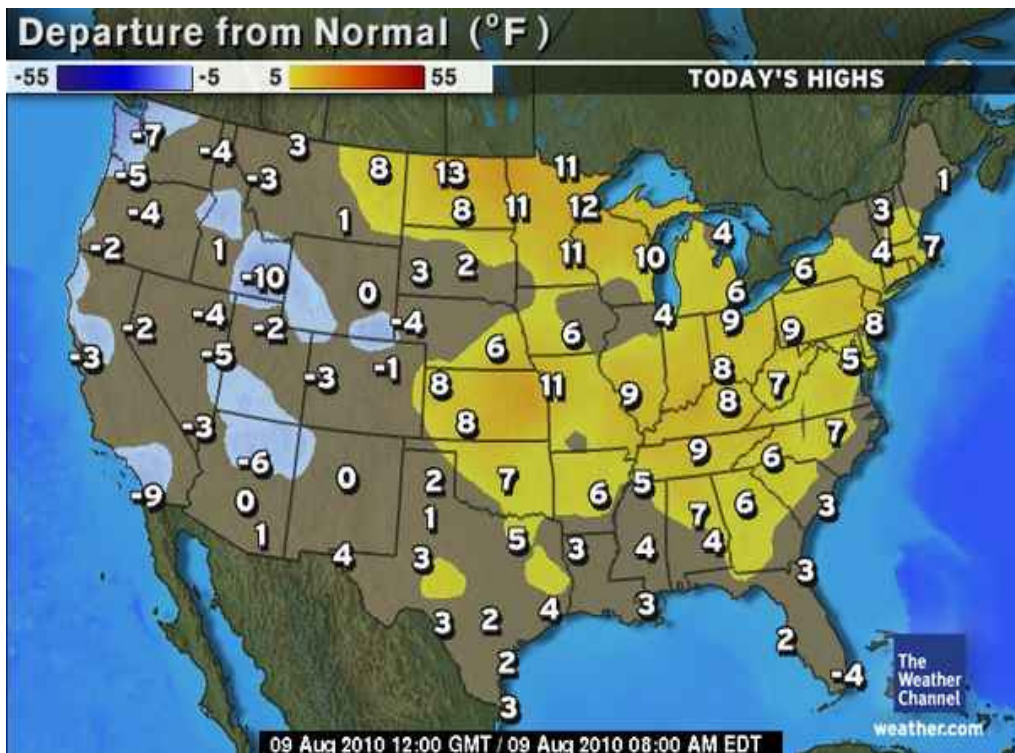
Strawberry quality is just fair

Romaine and Lettuce are in short supplies with much higher prices this week



Weather: *Tim Lynch*

California's Central Coast is forecast to remain in a fairly typical summer time weather pattern this week although slightly cooler than seasonal norms due to the heavy marine inversion layer. Morning low clouds and fog, especially near the coast with slow clearing by the afternoon. Temperatures will range from the mid 60s near the coast to the mid 80s in the warmest interior valleys.



Freight: *Mike McIntire*

Trucks in California and Idaho remain extremely tight due to the lack of westbound freight. Washington trucks remain steady. Crude oil rose \$.79 and is currently at \$81.49. The national average shot up this past week and is currently at \$2.991.

Commodity Updates

APPLES/PEARS *John Tole*

Washington Red Delicious and Granny-Smith apples are still heavy to large fruit and the premium grade. The smaller sizes and lower grades remain tight and are getting tighter because of early school demand. Other than small fruit the markets on reds and Granny's are mostly steady. Golden delicious are done for the season. Light supplies of Gingergolds will be available later this week in Washington. California continues to pack Gala apples and is heaviest to the smaller counts. Green Bartletts and Starkrimson Red pears are also available in California and are heavier to smaller fruit. The markets for both are slightly lower on 90's through 120's. Light supplies of Bosc pears are also available..

ASPARAGUS *Gabe Romero/Mike Pacheco*

This market continues to be firm on all sizes. Supplies are extremely tight on jumbo sizing. Harvesting crews in Mexico have had challenges due to heavy past rainfalls in the growing regions. All other sizing is light to moderate in availability. Expect product to have light availability throughout the week. Peru has had cold weather issues that have kept production at a minimum. Jumbos will be extremely difficult to purchase throughout this week. Pre-booking orders as early as possible is highly recommended.

AVOCADO *Tim Kelley*

California harvest is now past the 60% harvest point. Demand remains very strong. Mexico has entered into their light summer production.

California Fruit: The California harvest is peaking on 48's, with supplies of smaller sizes dropping.

Mexican Fruit: Growers have very little fruit to cross into the states as their season is at the end. The latest update on the beginning of their off bloom season is late August.

BELL PEPPERS *Tim Kelley*

Western Green Bells and Colored Bells:

The Le Grand, Stockton and Gilroy areas are going, and will continue to increased production over the next several weeks. Bakersfield crop for colored bells is beginning to decline in production, with lighter supplies coming next week.

Commodities at a glance...

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

Commodity Updates *continued*

Eastern Bells: *Janine Baird*

The bell pepper market should remain steady through the weekend. Consistent demand, however, is keeping prices from dropping too low despite good volume in Michigan/Ohio.

BERRIES *Mike Gorczyca*

Strawberries: Foggy and cool mornings have been taking a toll on the quality of the strawberries shipping out of the Salinas/Watsonville growing areas. The moisture from the fog in the mornings is causing the fruit to bruise, mold up and breakdown sooner than you are use to. This is not isolated to any one shipper even the best of shippers are having the same issues. The fruit might look good when it comes in but mold will start to show up at anytime the cold chain is broken. It is time to only order what you need due to the short shelf life of the fruit. Shippers are getting very selective on where they are going with their fruit at this time and are keeping their fruit with customers that understand the condition of the fruit. Once we get a solid week of sunny mornings without fog the fruit will improve quickly. The forecast is for the weather to stay cool and foggy into the weekend. Demand is still good. Sizing is medium with counts in the mid teens. Strawberries are still being harvested in Santa Maria and Salinas/Watsonville areas. Market is firm.

Raspberries: Light supplies and good demand is causing a firming market. Quality is being reported as good.

Blackberries: Moderate demand and supplies is causing a steady market. Quality is fair mainly due to the cool wet mornings in the growing areas.

Blueberries: As we approach the fall season for blueberries, we will start to see pack dated from 2 to 4 weeks old upon arrival. Storage fruit has started to filter into the system so please alert your customers to look at the fruit quality and not the pack dates. This is normal cycle that all shippers go through. Light to moderate demand with good supplies is causing slightly weaker market. Supplies are coming out of Oregon, BC and Michigan with good quality fruit being harvested in all areas. The main pack size is pints with a few 6oz. being packed.

BROCCOLI *Gabe Romero/Mike Pacheco*

This market is still flat. The availability is excellent on bunched product as well as crowns. Vendors continue to listen to offers on volume orders so promote as much as possible. There are plenty of deals available. Mexico supplies will be moderate to good throughout the week. The quality is expected to be strong throughout the week in all of the growing areas.

CARROTS *Tim Kelley*

California carrots are in good supply. Yield and quality are good and there should not be any gaps for the next couple of months.

CAULIFLOWER *Gabe Romero/Mike Pacheco*

The cauliflower market is steady with competitive prices. Supplies continue to be strong with many shippers and volume quantities are available at discounted pricing. The best availability is coming in the twelve counts. Santa Maria and Salinas continue to be the two big growing regions at this time.

CELERY *Gabe Romero/Mike Pacheco*

This market is steady. There is good availability on small as well as large sizing. Salinas and Santa Maria are now the main growing areas of production. The weights and quality of celery continue to be strong. Pricing is very similar amongst all the sizes available.

CITRUS *Tim Kelley*

Lemons: Supplies are good, with very good demand. The market continues to firm on 140's and larger. Quality is good.

Limes: Supplies are good on all sizes. Fruit is peaking on 175's, 150's and 200's.

Oranges: Valencia's are in good supplies and demand continues to increase on small sizes with school business. Market pricing on small choice grade fruit is firming.

CUCUMBERS

Western Cucumber: *Tim Kelley*

Baja production will continue to decrease slightly over the next couple of weeks.

Eastern Cucumbers: *Janine Baird*

The recent heavy rains in the Michigan / Ohio area have caused the cucumber market to

Commodity Updates continued

react. Prices are up this week and will most likely continue to climb through the week as New Jersey finishes up and more people look to Michigan.

GRAPES *Amy Grolnick*

Red flames are running very small in the central valley with limited availability on large fruit. The market is staying steady with the large fruit pulling premium pricing. Red Scarlets are available with limited availability but very nice extra large fruit. Thompsons and Sugarones are available with good size and eating very well. Princess Green seedless is just getting started this week. Summer Royal blacks are available with good quality. California red globe are starting up in a light way with very good quality.

GREEN ONIONS *Gabe Romero/Mike Pacheco*

This market is steady. Little demand has allowed for supplies to become stronger with many suppliers. Pencil sizing continues to have the best availability followed by mediums. Quality issues have been minimal.

LEAF LETTUCE *Gabe Romero/Mike Pacheco*

The leaf market is stronger and this includes romaine hearts as well. Supplies will be very light throughout the week on all packs. Mildew and tip burn issues are a continued problem on all leaf items. Salinas is experiencing high levels of fog that simply is not good for growing. Yields are down and mildew issues are being dealt with by all suppliers. Supplies will remain tight all week with prices expected to be higher on a daily basis.

LETTUCE *Gabe Romero/Mike Pacheco*

The market is getting active with light supplies for the week. Pricing looks to increase as the week progresses. The weights are reported to be between 44-47 lbs. on palletized. But weights look to get lighter as the week goes on. Mildew, tip burn, some decay has been seen in will be the cause of lighter weights as the shippers must trim back quality defects to get clean packs.

MELONS *Amy Grolnick*

Cantaloupe: Sugar levels are still good with solid fruit and very good quality. Much better

volume this week but still peaking on 9's and small fruit remains limited.

Honeydew: The west side fruit is peaking on 5's but has very few 6's and even fewer 8's available. Quality is very good and volume will continue to increase.

ONIONS *John Tole*

California continues packing all colors of onions. The demand has been light and prices are lower on yellows. Reds are steady to slightly higher but the supplies are down. Whites remain very limited but prices are steady due to light demand. Sizing is average on all colors. New Mexico is packing all colors as well. Prices are lower on yellows from light demand, but whites and reds are steady due to light supplies. Colorado continues packing a few yellows and reds. Their sizing is also average on both colors and they are steady to slightly lower. Canada is packing yellows and will start packing reds today.

POTATOES *John Tole*

Idaho continues to peak on smaller size cartons. The market has stabilized but the larger counts are still really short. Expect the Idaho market will remain strong for the balance of the storage season. Idaho's quality has been mostly good although peeper-sprouts and internal black-spotting have shown up sporadically. The first new-crop Idaho potatoes are scheduled for next week. Washington continues packing new-crop norkotahs and is peaking on 80-count. The early potatoes have been of good quality and have had good maturity. The Washington market is slightly lower on all sizes. A couple Colorado shippers have old-crop norkotahs left but most have started with new-crop supplies from Nebraska. The Nebraska potatoes are heavier to 90/100 count and the maturity is good. Demand for new-crop has been strong although prices are down slightly. California continues to pack colored potatoes. Most Bakersfield packers have finished. All Colors are available from the Stockton area and they continue with excellent quality in all colors. Minnesota and Wisconsin both continue to pack reds and golds, and also a few round whites. The market is down slightly as more shippers have started. Texas has a few russets left.

Commodity Updates continued

SQUASH

Western Squash: *Tim Kelley*

Baja is back into steady supplies on Italian, but remains light on yellow. Santa Maria's weather has cooled and production has slowed again and will have limited volume for the next 7 to 10 days.

Eastern Squash: *Janine Baird*

Squash should remain at current levels for the balance of the week. Quality has been good but demand has stayed strong.

STONE FRUIT *Amy Grolnick*

Domestic peaches are readily available with good volume to promote and excellent quality. Nectarines are a little more limited but quality is very good. Red and black plums still very good availability this week. Tree ripe or preconditioned peaches, nectarines and plums are now available. Apricots are available for loading out Washington. Washington cherries are available but still very limited.

TOMATOES *Ryan Frayo*

Eastern: There are a lot of "local" growing deals along the east up into Michigan and that will be driving the deal. However, the Michigan and Ohio regions are struggling with volume due to persistent, heavy rains. In other areas of the East, heat has led to bloom drop, meaning lighter than normal supplies there as well.

Western: California shippers are adjusting to higher pulls, increasing prices slightly. Cooler weather in Central California has reduced the volume available from the San Joaquin Valley, forcing some growers to stagger harvest days and turn down orders. Supplies should return to normal in another week or two.

WATERMELON *Amy Grolnick*

Domestic fruit is going strong with very good quality. There are promotable volumes and pricing is steady to higher.

VALUE ADDED *Gabe Romero/Mike Pacheco*

The lettuce quality is stronger. This week the lettuce should be better in terms of quality which will lead to better shelf life. The supplies of romaine will be lighter this week. There

continues to be a few issues upon arrival of brown to red discoloration on romaine and lettuce items. The quality of value added items with romaine will not be as strong as previous weeks.