



November 14th, 2008

The art of getting rich consists not in industry, much less in saving, but in a better order, in timeliness, in being at the right spot.- Ralph Waldo Emerson

COMMODITY REPORT

APPLES / PEARS

No change

ASPARAGUS

No Change

BELL PEPPERS

Pepper continues to tighten up as Georgia and Mississippi come to an early end. Florida is still very slow to produce enough volume to compensate. Market should continue to rise.

BERRIES

- **Strawberries:** Strawberry production this week has continued to drop due to the end of the season and recent rain in Salinas / Watsonville and non ideal growing conditions in the south. Oxnard is experiencing warm temperatures in the 80's accompanied with high Santa Anna winds. We can expect ripe berries with bruising. All shippers are lowering estimates daily and are in a fill rate mode. Shippers are not covering day of orders, and are pushing a good number of orders for day later loading. **MARKET HIGHER. .**
- **Raspberries:** Raspberry production continues steady with. Mexican product is starting to make its way north and reports of quality are good to occasionally fair. We can expect to see more volume filter up as Mexican production continues. **MARKET STEADY**
- **Blackberries:** Blackberry production from Mexico is up to speed with consistent transfers from Mexico and Guatemala landing two to three times a week into Miami and Mexican product into Los Angeles. There is significantly more product and current fobs are reflecting so. Reports of quality have been good. **MARKET STEADY**
- **Blueberries:** shippers continue to receive transfers and have good supplies of Argentinean blues. Some shippers are cutting back on how much product they are bringing up and some shippers are making moves to clean up on what inventory they are sitting on. We can expect some kind of a gap as shippers stop flying product up and start shipping up on boats. This will be a longer travel time and will give shippers more time to work through supplies ultimately bringing the market back up and in a stronger position. We can expect higher market next week. **MARKET STEADY**

BROCCOLI

The Broccoli market is unstable. Some suppliers are stronger in availability than others. Demand was light for the front side of this week. This market will likely be stronger towards the end of the week due to the Thanksgiving Day pull. Supplies are still light in both the Salinas Valley and Santa Maria areas. Oxnard has started broccoli production. Quality overall has been good with little to no complaints for bunched or crown business. **MARKET STEADY**

CARROTS

No change

CAULIFLOWER

No change

CELERY

This commodity is steady although we are heading into the Thanksgiving Day pull, so things could change. Many suppliers are winding down its production in the Salinas valley. Expect this valley to finish up production approximately the third week in November. Oxnard has started in full swing of production. In essence, supplies will be available in both regions over the next two weeks. Trucks will have more flexibility on loading the product North or South. Early reports have the celery in Oxnard nice in terms of quality and texture. **MARKET STEADY**

CITRUS

- **Lemons:** Supplies are plentiful on all sizes except for 95ct. Quality and condition are good. **MARKET STEADY**
- **Oranges:** Supplies of Valencia's are day to day as shippers are packing if demand dictates. Navels are going with all shippers. Quality is very good. Volume is peaking on 72ct, 88ct, 113ct. **MARKET STEADY**

CUCUMBERS

Cucumbers remain extremely tight in the East. A prolonged spell of cool temperatures combined with an already dwindling supply out of Georgia have created a demand exceeds supply situation. Quality is marginal



COMMODITY REPORT CONTINUED

GRAPES

No change

GREEN ONIONS

Quality average

LEAF LETTUCE

No change

LETTUCE

Light weights and cracking heads are some of the defects that are occurring with the lettuce in Huron. Yuma has started harvesting. The early reports are showing some dense heads with outer wrapper leaves having tip and wind burn. The lettuce is very dense for the early packings. Yuma did experience high winds over the weekend. This caused a lot of dirt and sand to fly around, which will show up in all lettuce packs.

MELONS

- **Cantaloupes:** Cantaloupe supplies are even shorter as we approach the end of the second week of November. Cold temperatures remain the limiting factor in getting fruit to mature and color enough to meet packing standards. Coupled with a limited size structure, it is making for a very light supply week. Offshore fruit containers from Honduras are already hitting the East Coast (Florida), but supplies are limited there also. Next week will prove to be a better week for supplies, but strong demand will keep the markets at higher levels. We are still at the tail end of the domestic fall deal as it is, and supplies will be very light for the next 10-14 days! **MARKET STRONGER**
- **Honeydews:** The honeydew market remains at low levels with shippers still looking to move volume in the large sizes. Heavy supplies from Mexico and Arizona as well as light demand have the market remaining on the floor. Overall production on Honeydews excellent and will continue that way through the week. Sugar levels will continue on the lower side, but overall fruit quality is still very good!

ONIONS

No change

POTATOES

No change

SQUASH

The squash market should hold at the higher levels for several more days as Florida struggles to produce enough volume to offset the supply shortage in Georgia.

STONE FRUIT

There are some Chilean Cherries and even a few early Peach varieties available by air into the L.A. and East Coast Markets, but prices are very high! Fruit vessels from Chile will be arriving the first weeks of December and only then will better supplies be available. There is still very good volume of Persimmons and Pomegranates available and deals on certain sizes!

TOMATOES

Adverse weather has contributed to a stronger market than the west. Northern FL. looks to be out of the picture due to much early rain, this will definitely have an effect and put great pressure on Nogales/McAllen when they start crossing. We are expecting Palmetto / Ruskin to start producing decent volume in approximately one week **MARKET HIGHER**

VALUE ADDED

Lettuce in Huron has had defects such as cracking due to heavyweight. Processors are able to work with this because the lettuce has some size to it. There has been little brown pieces reported sporadically but no real big concerns. Good quality has been reported on chopped romaine. Complaints have been minimal on green onions