



**June 27, 2008**

"The person who gets the farthest is generally the one who is willing to do and dare.  
The sure-thing boat never gets far from shore."

**–Dale Carnegie**

### **FREIGHT**

Trucks in California remain as tight as they have ever been and market trucks are asking for and getting top dollar. Teams remain tighter than normal. Trucks in the Northwest and Idaho are tight as well with many trucks deadheading to California. The National Average went down slightly to 4.648. Diesel in Salinas continues to be close to \$5.00 a gallon and is currently going for \$4.939 at the Pilot Truck Stop. Crude oil went down slightly and is currently at \$134.41.

### **APPLES/PEARS**

Continued inclement weather on the East Coast continues to put strains on availability for Eastern apples and continued pressure for Washington state product. Demand remains very strong for what light overall apple supplies remain in Washington. Pack out remains heavy to large fruit. Expect prices to remain strong on all apples this month and next. With the exception of a few Braeburn, Gala and Pink Lady apples, most all other varietal red apples are done for the year. Red Pears have finished their season in Washington. Storage Anjou green pears should last for another 14-16 days and quality remains very good!

### **ASPARAGUS**

Jumbo and extra large asparagus continues to be tight. Supplies are moderate out of Mexico. The Washington and California regions are finishing up and supplies are heavy to standard and large sizes. Expect to pay a premium price on extra large and jumbo sizes through next week.

**MARKET HIGHER**

### **AVOCADO**

**California fruit** –California harvest has increased with 48's as the peak size. Larger and smaller fruit is getting tight. Demand for all California fruit has increased as Mexico is finishing up with this years crop. There remains a light supply of #2 fruit. The market is starting to firm.

**Mexican fruit** –Mexico is down to the last of their crop. We will continue to see some through out the summer, but in much lighter availability until they begin new crop this fall. Market is steady to firm.

### **BELL PEPPERS**

**Eastern Bells:** This market has stabilized. The majority of the pepper volume remains in Georgia and Mississippi but by early next week Tennessee, Arkansas and North Carolina should begin picking. Quality is good at this time.

## **BERRIES**

**Strawberries:** Strawberry supplies are showing signs of increasing. There have been no significant fill rates and day of orders are now being filled with little to no resistance. Quality is rebounding from the past days of hot weather. Although Santa Maria is still producing berries most of the product is going to processing. Current cooler weather should keep the berries clean and firm. Steady market.

**Raspberries:** Production has slowed down slightly due to intense heat over the weekend. Shippers had to pass by packing a good amount of fruit due to heat related defects. Production has rebounded slightly... Slight market increase

**Blackberries:** Production has been slowed slightly due to the passing heat with some minor related defects. Production is already back to normal due to much cooler temperatures. The pacific North West will start to transfer product down within next week sometime. Slight market increase.

**Blueberries:** We continue to experience a firm market. Georgia continues with good supply and quality. Other shippers are transferring blues up to Watsonville from Kingsburg CA. Delano CA. has come to an abrupt end due to the intense heat in the valley. Shippers in Delano are now going to processing. The pacific North West will start to transfer product down within the next two weeks. Market continues firm.

## **BROCCOLI**

The broccoli market continues its steady path. Sharper prices and better availability exists in Santa Maria. Supplies are average in Salinas. The warm weather the previous week has created large bead size and hallow core stems with many growers. Cooler weather is expected the rest of the week. This will help this commodity to regain its normal growth pattern.

**MARKET STEADY**

## **CARROTS**

West Coast supply and quality is good on all sizes. Texas has lighter supplies coming out of Mexico due to the rain. Georgia has good supply and quality. Michigan will start up in July. **MARKET STEADY**

## **CAULIFLOWER**

Most suppliers have been able to move the excess amount of product that was in inventories. Thus, pricing has firmed up. The quality of this commodity has continued to show defects in some lots of harvesting. These defects consist mainly of brown discoloration and off white coloring. Expect this pattern of production through the rest of the week.

**MARKET STEADY**

## **CELERY**

The celery market is sporadic in pricing depending on the area the product is being purchased. Salinas and Santa Maria are the two locations where most of the celery is being grown. Oxnard is finished harvesting this commodity. Small sizing is hard to come buy, as 24 and 30 counts are both heavy in production. Santa Maria is the location to buy product at the sharpest price.

**MARKET STEADY**

## **CITRUS**

**Lemon:** Demand continues to be very good, and volume is holding steady. Fruit is still peaking on and 165's, with 115's and larger expected to remain tight as there is not a lot of size growth. Quality is good and condition is strong. The market is steady.

**Oranges:** Late Navels look to continue through next week. Valencia orange supplies are good, peaking on 88's and 113's. Demand continues to improve, with the strongest demand on 88's and smaller. Quality is very good. The market is steady.

## **CUCUMBERS**

**Eastern Cucumbers:** The cucumber market has tightened up with very little availability in all sizes. Once the northern growing regions kick in, the market should begin to come off. Quality is marginal at this time.

## **GRAPES**

Grape production for both Nogales and Coachella has declined again mid-week and there continues to be only light supplies available. Supplies will continue to decline into next week as these areas finish their respective seasons. The Central Valley should start in a light way next week with production for both red and green grapes, and the transition should prove to be relatively seamless from the desert. Quality is very good on all grapes and sugar levels are very high! Look out for some heat related problems in green grapes as they experience discoloration and slight stem browning.

## **ONIONS GREEN**

The green onion market continues on both the domestic and Mexican side to be steady. Browning and decay continue to sporadically exist, but the overall quality appears to be getting better. Suppliers have been mandated to put extra labor to check all lots before being shipped.

## **KIWI**

The market should remain unchanged on Kiwi moving into next week with very good quality available. Kiwi demand remains only fair and supplies continue to arrive in good numbers from both Chile and New Zealand.

## **LEAF LETTUCE**

The leaf market will continue to get stronger through the rest of the week. Extreme temperatures the previous week created defects on all leaf items such as internal burn and tip burn. This has created lower yields in harvesting from most suppliers. Early forecasts indicate leaf items will be active for the rest of this week and next as well. Green leaf will continue to average in weights of 20 to 24 pounds. Romaine will be approximately 38 to 44 pounds.

## **MARKET HIGHER**

## **LETTUCE**

The high temperatures have affected yields for most suppliers. Availability is average with some suppliers having better availability than

## **MELONS**

**Honeydews:** Mexico production is very light, there are only limited crossings available from Nogales, and quality is only fair! What little is left in the CA desert came on early with the recent heat spell, and there was significant loss from some of the major suppliers as we move into a 'transition' week. The Central Valley has not yet caught up and readied itself for the transition with the exception of some light numbers from the Huron / Bakersfield area. Markets are up SHARPLY for all sizes and will remain strong for at least the next 7-10 days. There will continue to be ONLY LIMITED AVAILABILITY on all honeydews through this week and into next.

### **Cantaloupes:**

The recent heat, giving way to much smaller sizes and lower yields, has dramatically affected cantaloupe production from the CA and AZ deserts! There are major suppliers whose yields dropped as much 75-80% for the remainder of this week. With some major chain retail ads in place, this has placed the industry in a demand exceeds supply situation in a big hurry. The Central Valley's Bakersfield districts will not be ready to start fruit until mid-next week. Extremely strong demand is showing throughout the entire week as we ready for the Fourth of July holiday. Large fruit is almost non-existent, and directly related to the 4-5 day heat spell in most all of the major growing areas in the CA/AZ deserts. Expect the cantaloupe market to continue rising over the next week with lighter supplies and stronger demand.

## **ONIONS**

Huron, California and New Mexico are going strong with good quality and availability. Shippers are looking to move product and are cutting deals on load volume out of California. The market will stay unsettled for the next week or so and then level out. Vidalia Onions are still going with good quality and volume.

**Market steady to lower**

## **POTATOES**

California Russet Potatoes continue their production, but with light numbers and strong pricing

The Burbanks from Idaho and Washington continue to pack out small out of all areas and remain heavy to #2's. Washington storage product has a poor pack out as well, with some shippers running limited days to stretch out supplies. Market is continuing at higher levels, but looks to stay steady into next week. The storage season is winding down quickly and new crop Idaho's are behind schedule (they may start mid August or as late as September). Overall acreage is down as far as 20% this year on new crop product.

Washington new crop should start around August 1. Colorado finished their storage crop for the season and should be into new crop around August 1.

Nevada is still in very small Burbanks and they are now in lots with less #1 product as well. There are new crop red, white and gold potatoes out of California with good availability.

North Dakota has finished for the season.

Arizona is going with good availability on reds and golds.

## **SQUASH**

**Eastern Squash:** Above average temperatures in the southeast are creating quality issues in squash, leading to an increased market. Despite good volume, these quality issues are keeping this market from softening.

## **STONE FRUIT**

The California tree fruit deal is in full swing and peak production on most items. Apricots only have about 10-14 days left in production and with strong demand present, they will go fast. Washington has started their early summer red cherries, a few Rainiers and even some light volume on Apricots. Cherry volume is light as was predicted due to the late spring frost conditions. Markets are somewhat strong for Washington's new crop cherries that are in very short supply to start their first week. Fruit quality is excellent and now is the time to pull! There are deals available for small fruit, so get out there and promote!

## **TOMATOES**

**Eastern:** Georgia, Arkansas, the Carolinas and Florida are producing fruit with far more supply than meets demand. There is good production in all of these areas with good quality. Falling market.

## **WATERMELON**

Supplies remain LIGHT from Northern Mexico, Arizona, and California. Coupled with very strong Fourth of July pull, have both the seeded and seedless watermelon markets increasingly stronger this week. Look for light supplies to continue into next week and even stronger demand keeping the market STRONG!

## **VALUE ADDED**

Processors aside from green onions have had little to complain about with VA products. The raw product overall has been clean. Next week, the raw material may be weaker due to the past heat, but that waits to be seen. Romaine has had slight bruising and onions continue to have small lots of decayed product slip into the good lots. Overall, production has been good.