



THINGS YOU SHOULD KNOW:

COMMODITY ALERT:

Offshore Honeydew and Cantaloupe still running very large sizing

Very large spread on green grape prices depending on quality

Limes-
We are seeing extreme shortages and markets out of Mexico brought on by bloom drop from tropical storms back in November and cool wet weather in February and March.

**Apples and Pears---
the eastern supplies
are short and
Washington is in
large fruit so stay
ahead on the smaller
sizes!**



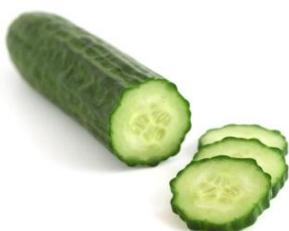
The Source

April 28, 2014

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Weather: *Tim Lynch*

A strong high-pressure ridge off the west coast rebuilds once again today, bringing a substantial warm up to the California this week. Record highs are possible mid week with coastal temperatures in the 70s to low 80s with mid 90s expected in the interior valleys into Friday.



Freight: *Mike McIntire*

Trucks in California remain steady but will start to tighten up at the end of the week for the Mothers Day pull. Trucks in Washington and Idaho are steady. The national average on diesel fuel is at 3.971 per gallon and should trend steady when it comes out later today. Crude oil continues to be over 100.00 per barrel and is now at 100.62 per barrel.

Commodity Updates

APPLES/PEARS *John Tole*

New York is still packing McIntosh, Red Delicious, Empires, and Red Rome's. The markets for all are steady to slightly higher on 100's and larger and steady to higher on 113's and smaller. The larger New York shippers still expect to pack into early June. Washington is still peaking on 100-size and larger fruit in all variety's. Washington Red Delicious is still peaking on 100's and larger while 113's and smaller remain short. The red market is strong on all sizes but is especially strong on 113's and smaller. Washington Golden Delicious is producing good numbers of larger fruit but is more evenly spread across all sizes. Goldens remain fairly steady on all sizes. Granny-Smith apples are fairly steady on all sizes but the market is strong. Grannies have better availability on smaller fruit. Washington Gala's are on the rise and will continue to go up until they finish in mid May or early June. The Galas also have more of the smaller fruit but most of it goes to retail bag business and never gets tray-packed. Washington Fuji's remain very large, most shippers are peaking on 80-size and larger. The Fuji markets are also rising as we approach the end of the season. Washington pears markets continue to rise as we approach the end of the Washington CA season. D'Anjou's are peaking on 80/90's and are short on 110's and smaller. Bosc Pears are heavier to 100/110's and have more of the smaller sizes but much of it is already committed. Red Pears are still available and heavier to half-carton 45/50's.

ASPARAGUS *Gabe Romero/Mike Pacheco*

This market is stronger with all suppliers. Very light supplies exist out of Mexico. The production in Washington has been good and California production is moderate. Jumbo sizing is light in availability. Expect this market to be stronger as we approach the Mother's day pull. The quality has been reported as good in all the growing regions.

AVOCADO *Tim Kelley*

Mexico is still the predominant supplier with 75% of the supplies to the USA. Quality and flavor are very good. California growers have begun to harvest in earnest. The fruit is very

Commodities at a glance...

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

Commodity Updates continued

good, with high maturity levels. Size currently peaking on 60's and 70's. Expect demand to increase with Cinco de Mayo which is a heavily promoted promotion time.

BELL PEPPERS

Western Bells: *Mike Cantu*

Green bell market is steady and is still demand exceeds on larger fruit off grade and smaller fruit is settling. Crops are currently shipping mostly from Sonora. Sizing is heavier towards med and choice fruit; larger fruit is very scarce. We are looking at some growers wrapping up or close to wrapping up in production sooner than seasonably customary. New fields are expected to start soon but will be in lighter volume than Sinaloa. Southern California is has started but is mostly producing large fruit. Open field colored Red bell market is Steady but high FOBS but, some ranches are experiencing some minor gapping and/ or wrapping up. Markets are higher as both Hot House and open field color bells are trying to find their spot. Quality is good in both open field and hothouse colored bells. We do however see this market continuing light for the next couple of weeks and will be in demand exceeds for the remainder of the Nogales season. Gold bells markets continue steady availability depends on growing district. Demand exceeds as Mexican production has started in earnest. We are starting to see some hot house product crossing but still light.

Eastern Bells: *Harry Sheaffer*

Green Bells jumbo and XLP are in good supply while off grades are becoming very hard to find.

BERRIES *Jonathan Mule'*

Strawberries: Mother Day pull will start this week which will tighten up supplies as demand picks up as this week moves on. The rain that hit all growing areas on Friday has hurt the quality of the fruit and harvest numbers this week. Shippers will have to strip some fruit as they are harvesting for the fresh market this week. Expect some light water damage showing up in the packs loading this week. The best quality is currently in Santa Maria followed by Salinas/Watsonville. There is still a handful of grower harvesting for the fresh market in Oxnard but this fruit is being kept on the West Coast due to quality and sizing. Warming trend

will start Tuesday through the balance of the week. We could see highs in the middle 80's along the coast of California. Please expect some delay at coolers since most the strawberries will be coming from fields. I would recommend having all trucks to check in first with all strawberry coolers. Market is firm.

Raspberries: The main area that raspberries are coming out of currently is Mexico, Oxnard and Salinas. Supplies are seasonally winding down out of Mexico with California increasing each week has this market starting to weaken. The quality is being reported as good.

Blackberries: Blackberry market is starting to get stronger again which is due to Mexico supplies winding down and local product not up to speed yet. This market will remain active with lighter supplies for the next couple of weeks. Local production out of California will be availability in the middle of May. Quality is fair with few good lots being shipped.

Blueberries: Supplies are mainly coming out Florida, Georgia, Mexico and California. Supplies will start to improve with most shippers by the second week of May. Market is steady but will start to weaken in the next week or so. Quality is good.

BROCCOLI *Gabe Romero/Mike Pacheco*

This market is firm to start the week. There continues to be rumors of a production gap in the next week which will drive this market upward on bunched product as well as crowns. The production continues to be out of Salinas and Santa Maria. Mexico has production as well.

CARROTS *Tim Kelley*

Bakersfield crop is producing good volumes of good quality carrots.

CAULIFLOWER *Gabe Romero/Mike Pacheco*

This commodity is steady to begin the week. High markets have slowed down demand enough to where there is some availability on open market business. Contract orders continue to have priority. There continues to be sporadic issues of yellowing and brown spotting being reported upon arrivals. Santa Maria and Salinas continue to be the main growing regions at this time.

Commodity Updates continued

CELERY *Gabe Romero/Mike Pacheco*

This market is firm to start the week. Suppliers are still dealing with seeder issues. This issue is creating lower yields for most shippers. Inventories are moderate amongst the different suppliers but this market will get stronger likely by the end of the week. Oxnard continues to be the main area of production on this commodity. Santa Maria has light production and Salinas has not started.

CITRUS *Tim Kelley*

Lemons: Central Valley supplies will be declining over the next 3 to 4 weeks as they near the end of their production. The Ventura crop is now in full production. Strong demand for lemons is keeping the 140's and smaller very tight. The continued lack of limes has helped push the demand for these smaller lemons.

Oranges: Navel are projected to through May, but most of these late Navel will be the larger sizes and demand is exceeding their supplies on 88's and smaller. There are limited volumes on the Valencia crop. There is already some re-greening being seen in the Valencia's. Expect better supplies buy mid May. Crop evaluation is ongoing for freeze and drought effects. Current pack outs on Val's shows peaking on 113's and 88's.

Limes: Supplies are still very tight, but we are seeing just a bit more fruit coming available, mostly the very small sizes of 230's/250's/275's. Cooler weather in February and March along with some rainy weather has affected the bloom, which could affect fruit supplies out to the summer months.

CUCUMBERS

Western Cucumber: *Mike Cantu*

Market is steady. Markets are slightly unsettled due to holiday and truck availability. Newer fields have started with good production. Weather for growing areas is expected to warm up and increase production.

Eastern Cucumbers: *Harry Sheaffer*

Expect the market to stay steady with good quality.

EGGPLANT

Western Eggplant: *Mike Cantu*

Market is expected Steady. Current supplies are adequate for demand. Quality is good. Warm weather may accelerate the wrapping up of the

current crops.

Eastern Eggplant: *Harry Sheaffer*

Eggs expect the market to stay steady with fair quality until new crop arrives.

GRAPES *Amy Grolnick*

Chilean grapes are still available on both coasts. Offshore green grapes are finishing up with limited availability starting in the desert. They is still a very wide spread on price and quality. Red Crimson is still available with good quality. Nogales Mexican fruit will get started this week with some limited volume. Coachella CA green grapes have started in a light way with reds starting next week.

GREEN ONIONS *Gabe Romero/Mike Pacheco*

This market has remained unchanged for weeks now. Demand is light. Production continues to be good out of the Mexico region. Supplies are expected to be good throughout the month of April with no major issues to report.

LEAF LETTUCE *Gabe Romero/Mike Pacheco*

Romaine supplies are better and this has loosened up the market. Green and red leaf items are not an issue to meet demand. Although there have been some labor issues with a few shippers, production is expected to be steady throughout the week. The quality overall is reported as being good with romaine and all leaf items. There has been some fringe burn reported on romaine.

LETUCE *Gabe Romero/Mike Pacheco*

Overall, this market is steady. There may be a few offers in the marketplace of lower pricing. Some suppliers are looking to keep inventories very clean heading into next week. Weights are reported to be in the range of 43-46 pounds. Pinking, ribbing and discoloration has been issues reported upon arrivals. Warm temperatures are expected in the Salinas valley and Santa Maria region this week and these issues will likely continue.

MELONS *Amy Grolnick*

Cantaloupe: There is still good quality on the offshore fruit coming into both coasts but product is running very large. Nogales has some limited availability with smaller fruit

Commodity Updates Continued

available. CA fruit has started with very small fruit and limited volume.

Honeydew: Offshore fruit is still going strong peaking to 5ct. Nogales has good quality and smaller sized fruit available. CA fruit will get started in about 2 weeks.

ONIONS John Tole

Washington and Idaho/Oregon continue to pack light volume of yellows and reds. Both areas expect to pack for another week, possibly longer. The yellows in Texas remain small; in fact many suppliers are peaking on Mediums. Texas is short on Colossal and larger yellows. Mexico is still crossing a few yellows but the volume is low. California yellows are steady and remain heavier to jumbos and mediums but the larger sizes are more available than they were last week. Red onions are steady in California and Texas. Texas has only light red volume and California won't hit its volume for another week to ten days, so expect the red market to stay at or near the current levels. Expect a demand shift to California reds this week. Whites are steady in both areas. California will only have light volume of whites this week. The quality in Texas/Mexico & California has been good for all colors.

POTATOES John Tole

Idaho is slightly higher on 80-count and larger and steady on 90's and smaller. Most packers will flex on volume orders of the 90-count and smaller and number-twos. Most suppliers are still short on 70-count and larger. The Washington is steady to slightly higher on all sizes. Some shippers there are heavier to the larger counts. Colorado is steady to higher on 50-80 count and steady on 90-count and smaller. Most suppliers have limited availability on the larger counts due to strong demand. Wisconsin is steady on all sizes of russets.

Western Washington is finished with Red potatoes but will have gold's for a couple more weeks. Bakersfield, California red potatoes are large and peaking on A-size while the gold and whites are producing more B-size. The California markets are steady for all colors and sizes but Red B's and White/Gold A's are short. Southern Florida is also packing all colors and they will go into May. The Florida reds and

Whites are peaking on A-size while the Gold's are heavier to B-size. The Florida A reds and gold's are steady to slightly lower. Arizona will start packing new-crop Red potatoes next week.

SQUASH

Western Squash: Mike Cantu

Market is steady on Italian and yellow s/n. Most production is from southern Sonora and northern Sinaloa. Warmer weather is in the forecast and may help increase production on Italian squash. We are starting to see Sonora product in good numbers.

Eastern Squash: Harry Sheaffer

Squash has started in the plant city area and quality is getting better as we move into the new crop on both colors.

STONE FRUIT Amy Grodnick

The California is going strong. Both yellow and white peaches and nectarines are available with excellent quality and good sugars. Apricots are also available with good quality. Cherries are available but still limited and should remain that way for the season.

TOMATOES Aaron Aliotti

Western/Mexico: Mexico remains in their seasonal decline, finishing up over the next 10 days or so. Availability on rounds is mostly in the smaller sized fruit with larger pickings limited. Overall volume is still fairly good. Eastern Mexico is still increasing in supply and will be crossing the majority of their lots at the Texas border. Roma tomatoes are also in decline and fields are finishing up with the last of inventory carrying growers into May. Vast temperature swings are producing some puffy fruit but quality will increase as the transition furthers into mainland Mexico. Grape and Cherry tomatoes are very tight in Mexico and will remain limited until new crops get started in the next 7-10 days.

Eastern Tomatoes: Demand for Florida tomatoes is growing in the East. Rounds production is steady and relatively stable through the rest of the month into the first week of May. Beautiful weather has helped produce some larger fruit which has bumped up the price for the larger sizes. Roma tomatoes are

Commodity Updates Continued

of good quality, but the volume out of Mexico is keeping prices flat in the east in order to remain competitive. Grape and cherry tomatoes have tightened up this week as Easter ads hit the market and yields have fallen behind projections. Next week we may bring on a price increase as fruit runs limited.

VALUE ADDED *Gabe Romero/Mike Pacheco*

Supplies are ample on lettuce but the quality has been suspect. Cauliflower is still on the light side but supplies are better than last week. Broccoli supplies are fine for now but expect raw material to be short in the next week. Romaine will have good supplies expected throughout the week.

WATERMELON *Mike Cantu*

Market is offering some buys but market is generally static. Current Nogales crossings are improving and so is availability. Other districts have wrapped up. The spring crop will be mostly packed in bins and cartons will become lighter in supplies.