



MARKET OVERVIEW

August 15, 2005

West Coast Report

Supplies on most leaf and lettuce items still remain tight, but lack of demand is keeping the pricing somewhat stable in the mid to lower range. Broccoli and cauliflower are short, due to the biweekly harvests, so I expect that market to move up and down in the coming weeks. If demand picks up at all I would expect the lettuce and romaine markets to start moving up into the 15-17 range delivered.

ICEBERG LETTUCE

Past week growers tried to drive the market up. However, the lack of demand kept prices reasonable.

ROMAINE/RED & GREEN LEAF

Canadian and Ohio products are available but the hot weather is affecting the quality. We keep buying California products even though prices are stronger.

BROCCOLI/CAULIFLOWER/CELERY

- Broccoli supplies are tight, prices will move up.
- Cauliflower – same situation a Broccoli
- Currently celery is shipping out of the West and the Midwest. California has lowered their prices to compete with the shippers in Michigan.

ONIONS

White Onions: Demand is keeping prices high and supply is still tight.

Red Onions: New Mexico Red Onions are finished.

Yellow Onions: New Mexico onions are finishing up. We expect the prices to be high until Washington start. Canadian onions already started at a high price. We do have still Chilean onions.

POTATOES

White Potatoes: Market is very active as Canadian old crop potatoes are still available but the volume has come down. North Carolina whites are finished and Delaware has started.

Red Potatoes: They continue to be tight so prices will be high until Wisconsin and Washington start by the beginning of September.

Russets: Old Crop Idaho potatoes are finishing. There will be a gap of two weeks before shippers start the new crop.

EASTERN VEGETABLES:

There is plenty of Corn and Peppers available and market is at bottom. Tomatoes will be more active as Virginia will be on its summer / fall 10 day gap. Tennessee tomatoes also will be on a bigger gap.

Green Bell Peppers – Good supplies from Canada and New Jersey.

Cabbage- Lighter US Supplies but Canada is coming on with good volumes.

Corn- Heat has made the product available in large quantities in the East Coast. Shippers are looking to sell at very good prices. This is a good product to promote.

Green & Yellow Squash- Product is coming out of Ohio with good quality.

GRAPES

Grapes are hitting their peak of the season with many growers having good supplies of all varieties. Red Globes should start to become more plentiful in the next two weeks, but remain on the tighter side as many growers are just starting their first harvests, in the central part of the state. The effect of warm weather is currently seen as grapes have more shatter and a weaker berry on all seedless grapes.

CA CITRUS

Overall Valencia quality is good, and large fruit, specifically 56 and larger, continue to be in demand. Prices of lemons have come down as more supply of Chilean lemons is available.

STRAWBERRIES

Strawberry supplies will start to decrease as the Watsonville district winds down. I expect sharp decreases in volume in the next two to three weeks. It is still early to predict supply volumes in Oxnard. Oxnard typically starts with small numbers, until Florida gets started in late November. I would suggest not pushing for any promotions on berries at this time, because the normal pull already far exceeds realistic expectations on getting orders covered.

APPLES

The new season has already arrived with some Galas early Gold, Prome Golds and Gingergolds being packed by some shippers. This year's numbers will be down a bit from last year by about 13%. The largest decrease will be Red Delicious.

Watermelons: Are still available from Puerto Rico. We still have Personal Watermelons.

MELONS (Cantaloupes / Honeydews) / Mix Melons

Cantaloupes are in a small gap with most growers running heavy to 6 and 9 size. Not a good time to run ads on small fruit sizes. Markets have already significantly bounced off the low levels of the past two weeks. Honeydews still remain in decent supplies, but again, small sizes like 8 and 9ct will be very tight.

Mexican Limes Report:

Product has gotten tighter due to changing of crops.

Roots

Very tight crop on Ñame and Yautias as products are very scarce. Yautia from Costa Rica and Ecuador is being chased to supply the US market.