



MARKET OVERVIEW

January 30, 2006

EAST MARKET REPORT

Florida now has good supplies, of citrus, strawberries, offshore melons, and vegetables, with favorable temperatures, and good supplies, your Florida products should offer some favorable pricing and quality for promotion. Florida berries have very good quality and demand is very good, keeping markets good for your ads during the Saint Valentine sales

WEST MARKET REPORT

Demand continues to be depressed in the United States. Volume in California's southern growing region remains light, but lack of demand is creating bottom pricing on almost all commodities. Broccoli, asparagus, and cauliflower seem to be the only items with any spark, due to the cold weather and super light harvest numbers. Cold weather and ice is expected this week, and shipper are predicting the market on lettuce, and leaf to come off of their bottoms, but don't bet on it, as demand continues to be weak.

Lettuce

Product is in big supplies as the demand in the U.S. is slow. We are basically ordering pack to order as there are plenty of lettuce being left for days in the coolers due to lack of business.

Broccoli/Cauliflower/Celery

These products are tight due to the low temperatures in Arizona. As the week progresses the temperatures should increase to mid or high 70's then we can expect the supplies to increase. Temperatures were around 49 and 55 degrees this past week. Celery is available with plenty supplies.

POTATOES

Tropical vessel is late this week, because of that there are lower quantities of regular potatoes available for sell in the Puerto Rican market over all. We have enough quantities in inventory to cover the needs of all our clients.

There are good supplies in baking potatoes from Washington. Shippers are once again complaining that if the market does not react, they may not be around next year.

ONIONS

Slow demand continues to keep this market in a very competitive market. Supplies are very good in all colors as well as quality. We are bringing very nice Nevada white onions. At the beginning of the season, in the United States shippers estimated that supplies would be gone by mid February, but with the light demand all season; now, they expect the end of the season by end of March. In the next two weeks yellow onion production in Puerto Rico will start with a good size onion. Chilean production will start next week.

Peppers/Dry Vegetables

-Florida has plenty of supplies of Green Bell Peppers. Colored bell peppers are coming from Mexico at very competitive prices.

-Supplies are tight for yellow and green Squash in Florida.

GRAPES

Chilean grapes started slowly this season as the low temperatures at the beginning of the season affected their availability. We had to buy two containers of Peruvian Red Globes. Next week we have more volumes to come from Chile. Quality remains good on both red and green varieties.

STONE FRUITS

This season will be a very short one. Nectarines will be tight the whole season due to the freeze damages early on. Plums will also be affected with fewer supplies due to the cold snap.

CITRUS

Oranges continue in good supplies from Puerto Rico and from Florida. White grapefruits from PR started. Lemons continue to be in supplies as well. Lime market is going to remain high for the next several weeks. Whether or not they maintain these exact levels, is debatable, but overall they will remain high.

Melons

Cantaloupe & Honeydew Melons already started from Central America in good supplies and better qualities. Watermelons are in a gap of two weeks. We will have to look for supply from Mexico for two next week sales.

APPLES/Pears

-All apples and Pears are experiencing a great season with pretty firm pricing and a strong demand.

Tropical Products / From Puerto Rico

Tomate: There are good supplies of local tomatoes from Gargiulo. Market prices are determined by Mexico and Florida supplies. In Mexico there was plenty of products and that's why the prices went down this week. However; there are rumors that the Mexican crop is affected by Insect and weather related problems. Quality and availability of Mexican will probably change the price of tomatoes to be sold in the next couple of weeks.

Local Cabbage: There was a plague that affected the whole crop. We are looking for Florida Cabbage for next week sales.

Eggplants/Cucumbers: There is very little availability. Not recommended for adds.

Pumpkins: Available with good supplies.

Rose Stocks: We have them available for your Saint Valentine sales.