

| VEGETABLE | SOURCE | July 9, 2010 |
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| Asparagus | Peru, Mexico | We're finding a lot more Peruvian product even on the West Coast. That's a sign that California, Washington and even Michigan product is virtually finished for the season. With tighter supplies, prices are being pressured higher, especially for Jumbo sizes. In fact, Jumbo supplies are extremely tight...and very expensive. |
| Broccoli | Santa Maria, Mexico, Salinas | We've had a few growers in Maine with early production, but by this weekend, most Maine growers will be in harvest. Because of higher summer freight rates from California, Maine product will have strong demand from Eastern buyers. From Salinas and Santa Maria, we are seeing good supplies and good quality. |
| Cabbage | CA, TX, MI, WI, VA | Red and Green Cabbage seem to be in good supplies. In fact, as we move into mid-summer months, Cabbage will be produced from about 40 states. We are still seeing some tight supplies with Napa Cabbage. Prices have been high. |
| Carrots | CA, Mexico, TX | Supplies from all growing regions are fairly normal for this time of year. |
| Cauliflower | Santa Maria, Salinas | As with Broccoli, we are seeing somewhat steady supplies from the Salinas Valley. Quality has been good, with good sizing and weights. We are also seeing some local and regional areas come into their summer harvest. |
| Celery | Oxnard, Salinas, MI | Salinas Valley now becomes the main source, and their fields are coming into peak summer production. Michigan growers are just getting their season into the box. We have seen some of the first Michigan Celery and it looks great, with good color and good carton weights. Oxnard is virtually finished for the season. There is only a shipper or two still in production. By July 15, the Oxnard region begins a mandatory above-ground 30-day moratorium. |
| Corn | CA, GA, VA, NY, MI, Local | Over the next few weeks, we will start seeing more regional and local areas come into production. Major produces such as Georgia and California are in full summer harvest right now. |
| Cucumbers | Baja, Mexico, MI, GA, NC, CA, NY | We will be moving to more northern fields in Ohio, Michigan and the Northeast. Quality has been nice, straight with good color from tip to tip. There is still good production from Baja as well as several growing areas in California. Earlier cool weather has slowed production by as much as 14 days, so that has pressured prices a bit higher than normal for this time of year. |
| Eggplant | GA, NC, CA | We are seeing much improved supplies and quality in both the East and the West. Georgia has good supplies as well as California. As we move into the heat of the summer, that's when we will find the best supply and quality. |
| Green Beans | VA, NC, CA, TX, GA, NY | There are multiple regional and local growing areas in production in the East and the West. Georgia is ending as we move to more northern regional growing areas. Watch the wind, which can easily cause scarring. Quality so far has been very good. In some Eastern lots, we have seen some slight decay and mold, but not too bad for this time of year. |
| Herbs | CA, TX, FL | We are fully into northern growing regions now for the summer month's supplies. The gradual increase of temperatures has actually meant stronger plants, which should mean a longer growing season for the crops. |
| Lettuce – Iceberg | Salinas, Santa Maria | Over the next few months, we should see steady production and quality from the Salinas Valley. More regional and local areas are now coming into production as well. These "home grown" supplies tend to help take up the demand slack in other parts of the country. When bad weather in one or more of these areas reduces production, that puts very quick and strong demand back on Salinas. Sometimes, when that happens, that can put some very quick pressure on prices. |
| Lettuce – Leaf | Santa Maria, Oxnard, Salinas | Although there are some ups and downs in supplies from Salinas, we are seeing excellent quality. Head size and carton weights are at their peak right now. |
| Lettuce – Romaine | Santa Maria, Oxnard, Salinas | Romaine right now is in very good supply. Prices are a great value right now. Most quality issues are behind us, with good size and weights. |
| Lettuce – Spring Mix | FL, Salinas | We are seeing a full range of lettuce and green colors. All have had great quality and shelf life right now. |
| Mushrooms | CA, TX, PA | Most above-ground growers tend to fight higher temperatures this time of year. These above-ground beds do not have cooling systems to cool the beds and mushrooms. This time of year, you tend to see more "cracks" in the top. This is caused by dehydration. |
| Onions | NM, TX, GA, CA | We are expecting good supplies and quality from both California and New Mexico. California's San Joaquin Valley is starting up as well. We are waiting for "direct seed" fields to come into production. Usually, the first of any crop is "transplant" fields. These Onions can actually be weaker, but direct seed Onions tend to be a much stronger Onion in quality and shelf life. There may be some supply potholes, but they |

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| | | should only have minor impacts on pricing. Supplies should be strong right into mid-to-late-August. That's when we start in the Northwest. As summer supplies continue, we do not expect any sharp drops in the market, but a gradual decline back to more "normal" market levels for this time of year. |
| Onions – Green | Mexico, CA, SC | We are seeing very good supplies and much better quality and consistency in the bunches. Very little slime and yellowing in bunches right now. |
| Peas | Off-Shore, CA | Guatemala is a main supplier to much of North America, of Sugar Snap Peas and Snow Peas. Back-to-back calamities will shorten supplies by as much as a third over the coming months. |
| Peppers – Chiles | Mexico, Baja | There are three main growing regions still in production in Mexico, from Sinaloa in the south, north to Sonora and even into Baja. |
| Peppers – Green | GA, NC, CA, NJ | California desert green Bells have virtually vanished, especially with blasting 100+ degree temperatures in the region. We are seeing the expected supply hiccups between desert and northern California harvests. Prices are still higher than normal. Bell quality has been excellent, with good wall thickness and small seed pods. That means good yields for end users. In the East, within a few weeks, we will see other regional and local growing areas including the Carolinas, Virginia. Areas further north, including New Jersey, are also starting up, many this week. |
| Peppers – Red & Gold | CA, Canada, Europe | We're still waiting for late starts in the San Joaquin Valley, which should start up sometime next week. The California desert is coming to an end, especially as triple-digit temperatures take their toll on the plants. |
| Potatoes – Russet | ID, CA, WA, CO, WI, Various | We are looking ahead to "new crop" Russets already from the Northwest. Cooler weather has delayed them, which could boost market prices in mid-to-late-August. California russets have just started. Larger size storage spuds, 70s and larger, are still much tighter in supplies and higher in prices. The 80s and 90s size spuds are still in good supplies and the best value. |
| Potatoes – Red, White & Yukon | CA, FL, AZ | Idaho still has some storage Reds and Yukon. We are still seeing good supplies from Spring fields in Florida. Arizona and California are also packing Reds, Whites and Golds. There are some Fingerlings, but limited, with higher prices. |
| Potatoes – Yams | CA, NC, MS, LA | With lighter crops last year from Mississippi and Louisiana, we are expecting some higher prices this summer and leading into the fall before the new crop begins. |
| Spinach | Oxnard, Salinas | We are seeing good supplies of regular and Baby Spinach. Quality has been very good. |
| Squash – Yellow/Zucchini | NC, GA, VA, OH, MI, CA | In the East, we are moving to more northern growing areas from Tennessee north to Michigan and Ohio. We are seeing good, consistent quality on both Zucchini and Yellow Squash. We are also seeing more Gray Squash. There are several coastal and inland growing regions in production from California. |
| Tomatoes | Baja, Mexico, FL, GA, VA, SC, AR, CA, Local | There are some tighten supplies in the East, especially as Florida ends its season. More northern areas in the Carolinas and Arkansas have seen some bad weather, which should tighten their harvest yields over the next week or so. Over the next few weeks, local, regional and national supplies will be heavy for all Tomato types, slicers, Roma, vine-ripe, Cherry, Grape, specialty and Heirloom. We are about ready with plenty of Vine-Ripe fruit. California's Oceanside area and other coastal growing areas should be in production by next weekend. Plenty of regional action from Arkansas, North Carolina, Tennessee and the Eastern Shore. In the West, California's San Joaquin Valley is a little late in starting, but are now starting the first crown picks. |

| FRUIT | SOURCE | |
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| Apples | WA, NY, MI, Chile, New Zealand | In walking the orchards in Michigan, we're expecting about 25% losses because of a late Spring frost. As we bring the storage season to a close from Washington, larger size fruit will remain the best value. Of varieties, you'll find mainly Fuji and Gala. Smaller size apples are still much higher in price. For "fresh" apples, imports are available from New Zealand. |
| <u>Avocado</u> | Mexico, CA | California is in strong production, especially with smaller sizes. Mexican Avocado supplies are at their weakest point of the year, typical for the summer months. Current Mexican fruit is holding up well, although oil content is at a maximum. The first Chilean ships loaded with Avocados are expected this month. |
| Bananas | Ecuador, Central America | Tropical storms in many of the Central American growing regions are causing trouble with Banana supplies and quality. We are seeing far more scarring on the fruit, caused by strong winds. In walking banana plantations, we are expecting to see the deepest cuts in supply in mid-summer, July and August |
| Berries – Blackberries | CA, Southwest | Warmer summer weather means vines are loaded with ripening berries. We are noticing that the drupelets are much larger, a sign of more sugar content and the best flavor. Summer berries ripen quickly...and go bad quickly, so be sure of proper rotation. |
| Berries – <u>Blueberries</u> | Northwest, NC, NJ, MI, CA, BC | We're coming up to peak supplies from Oregon, but cooler weather has slowed their maturity and production. We are seeing large multi-packs, a sign of strong oncoming supplies. Many regional areas are finished, leaving us with more northern growing regions of Michigan, Oregon and British Columbia. Early quality from these regions has been excellent. Good berry size, excellent color and flavor. |
| Berries – Raspberries | Salinas, Oxnard | As warmer summer weather hits California, we are finally seeing Raspberries with larger drupelets. That means sweeter berries. |
| Berries – <u>Strawberries</u> | Oxnard, Salinas, NC | This is the peak summer production now from Salinas and Watsonville. Quality has been near perfect, with great shape, bright color, sugar and shine. Shelf life is fabulous. By August, we should start to see smaller size berries. As the plants struggle in the summer heat, the plants begin to send out more runners, which takes away the berry sizing. |
| Citrus - <u>Grapefruit</u> | CA, South Africa | Grapefruit from the Coachella Valley will be the main summer and fall source. Early quality and color are very nice, although remember that California Grapefruit just won't have the inside color we have enjoyed from Florida and Texas. We have seen the first imports from South Africa. Despite their long trip, they are arriving with good juice content and good color. |
| Citrus – Lemons | CA, Spain, Chile | Spanish, Chilean and Mexican imports are moving in, which will help take some of the pressure off of higher summer prices. Oxnard is the main domestic source, followed by the San Joaquin Valley. Quality domestically has been excellent. Import quality is starting up very nicely. Faster ships mean less dehydration, better quality and longer shelf life for end users. |
| Citrus – Limes | Mexico | Larger size fruit is still tighter in supply, typical for early season fruit from these newer orchards in. The best value will be on the smaller size fruit. |
| Citrus – Oranges | CA, Chile, South Africa | We are seeing the first imports of Navel Oranges from the Southern Hemisphere, South Africa, Peru, Australia and Chile. We are seeing good flavor and juice on summer Valencia Oranges from California, and the pack-out rates have been about 65/35 fancy/choice, a sign of expected good quality throughout the season. There are also varietal Tangerines and Tangelos coming in from these southern growing regions. |
| <u>Grapes</u> | Mexico, CA | Mexico and the California desert are in full swing. Growers from both regions were slow and sluggish to start, but they are into their peak supplies. We are seeing larger cluster and berry sizes. Sugar is also much better. There is a full range of higher quality Green, Black and Red Seedless Grapes. |
| <u>Kiwifruit</u> | Chile, New Zealand | New Zealand has taken over the markets with heavy supplies. New Zealand fruit is also starting out very firm, but are ripening up very quickly and very nicely. Gold Kiwifruit is just starting as well. |
| Melon – Cantaloupe | CA, AZ, TX, Various | In walking fields in the San Joaquin's West Side growing region, we are expecting most growers to be in harvest by next week. There are still supplies from the California desert and Bakersfield. Quality has been fantastic. Flavor and color are at their peak. In the East, we are seeing good harvest yields from Georgia, Florida and South Carolina. |
| Melons – Honeydew | Mexico, CA, AZ, TX | There is still strong movement from northern Mexico. Fruit is ripening up perfectly. California and Arizona deserts are in production. The California West Side is delayed and won't start up until mid-July, although some growers are starting their first crown |

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| Melons – Watermelon | FL, GA, TX, AZ, CA, Various | picks next week. We are moving into the peak of the season from many growing regions in the East, Midwest and the West. |
| Pears | WA, Chile, Argentina, CA | New crop Bartlett Pears are just starting up from the Sacramento River growing district in California. They are running about 10 – 14 days later than normal. There are still some Packham imports from the Southern Hemisphere. The Northwest is quickly running out of winter varieties. |
| Pineapple | Hawaii, Costa Rica, Ecuador, Mexico | We are seeing normal supplies for the early part of the summer. As usual, we should see some decline in supplies in July. Currently, supplies are meeting demand. Quality has been very good. |
| Stonefruit | CA, GA, SC, WA, Various | We are seeing full Stonefruit production from California, the Carolinas and Georgia. Plenty of Peaches, Plums, Nectarines and Pluots. With warmer weather expected in California, their orchards will be seeing a lot of activity. Earlier rains are ending California Cherries a bit earlier than normal, but Washington State is now in full harvest...of both Bings and Rainiers. |