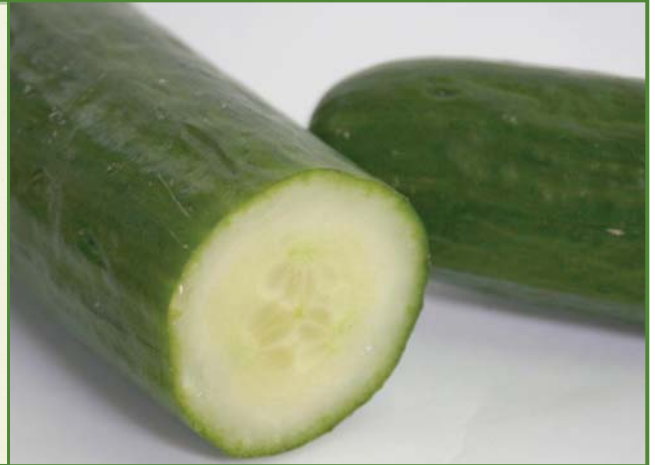


# FRESH CROP REPORT

Week of June 21, 2009

## HIGHLIGHTS

- The iceberg and romaine lettuce markets are climbing; cool weather is limiting supplies. Expect rising prices over the next week.
- Ready-Set-Serve (RSS) and packer label Lettuce Jammers will not be available until early August.
- The cucumber market is near the bottom; stocks are plentiful on both coasts.
- Tomato prices are elevated; supplies are tight.



## PRODUCE UPDATE

### APPLES

The Washington market is steady; supplies are adequate and will remain so through the end of the season. Quality is very good. MFC Apples are available.

### ASPARAGUS

Prices are starting to rise. Peruvian supplies are adequate. The California season is ending; stocks are average, but will diminish. The Mexican season has begun; supplies are increasing. Quality is very good. The 28/1-pound pack size will be phased out for the season this week. MFC Asparagus is available.

### AVOCADOS

The market is elevated; Mexican and California stocks are tight. Demand is strong. Expect high prices until the Chilean season starts in August. Quality is very good in California and average in Mexico.

### BELL PEPPERS

Green bell prices are steady on both coasts; supplies are average. Extra-large sizes are ample in Georgia. The Coachella, California season is winding down; growers will move to the San Joaquin Valley next week (loading in Oxnard and Fresno). The red and yellow bell market is low; Coachella stocks are plentiful. Quality is very good. MFC and MVP Green, Red, and Yellow Bell Peppers are available.

### BROCCOLI

The market has nudged up; demand is strong. Supplies are adequate. Quality is very good. Expect comparable prices next week. MFC Broccoli Crowns are available.

### CANTALOUPE

Prices are high; demand is strong. Supplies are average; large sizes (9-count) are more plentiful than small (12- to 18-count). Quality is good.

### CAULIFLOWER

The market is inching up slightly; stocks are not as abundant as last week. Strong demand will keep prices up next week. Quality is very good.

### CELERY

California prices are level, but they will climb next week when harvesting transitions from Oxnard and Santa Maria to Salinas. Supplies are adequate. Quality is very good. The Florida market is elevated; stocks are tight. Quality is average. MFC Celery is available.

### CUCUMBERS

The Georgia market is near the bottom; supplies are ample. California prices are low; stocks are plentiful. Quality is very good in California and average in Georgia. MFC and MVP Cucumbers are available.

### GRAPES

Red and green seedless prices are high; new crop supplies are increasing from low levels. Quality is average. Packer label Lunch Bunch stocks are available in Coachella; color is light. Because Coachella fruit does not meet MFC specifications, domestic MFC Lunch Bunch Grapes will not be available until mid-July.

### GREEN LEAF/VARIETY LETTUCE

The market is stable although it may inch up by the end of the week. Stocks are ample, but mildew damage is reducing total yields. Quality is very good. MFC Premium Green Leaf is available.

### HONEYDEW

Prices are steady despite limited supplies in California and the Arizona desert regions. Stocks are expected to increase by next week. Large fruit (5-count) dominates the domestic crop. California quality is very good; Arizona quality is average.

### ICEBERG LETTUCE

The California market is inching up from lower levels; demand is strong. Supplies are low; mildew damage is depleting overall yields. Quality is good. Prices will rise again next week. MFC Premium and Trimmed Lettuce stocks are sporadic; MBA will be substituted as necessary.

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# FRESH CROP REPORT

Week of June 21, 2009

## LEMONS

California prices are climbing; demand is strong. Growers are shipping out of Oxnard and the San Joaquin Valley. Supplies are adequate; large sizes are more abundant than small. Quality is very good. Chilean stocks are now on the New Jersey market. MFC and MVP Lemons are available.

## MIXED BERRIES

The blueberry, blackberry, and raspberry markets are level. Overall supplies are average; blackberry stocks are tighter than blueberries and raspberries. Quality is good.

## ONIONS

Prices are high. California supplies are limited; yields are lower than normal this year. Stocks in New Mexico are average. Expect elevated prices for the next two weeks. Quality in New Mexico is very good; California quality is fair. MFC and MVP Onions are available.

## ORANGES

The California market is escalating. The Navel season is ending; supplies are tight. Valencia stocks are increasing; 88-count and smaller sizes dominate the crop. Quality is average. South African Navels are in stock in New Jersey and Toronto, Canada. MFC and MVP Oranges are available.

## PEARS

The Washington market is elevated and will continue rising through June; D'Anjou and Bosc stocks are limited. New crop harvesting will begin in late August. Quality is good. The California Bartlett season will start in July.

## PINEAPPLE

Prices are stable in Costa Rica, Ecuador, and Hawaii; demand is weak. The Mexican market is low. Stocks are average in Costa Rica, Hawaii, and Mexico. Supplies are tight in Ecuador. Quality is good in all regions except Hawaii, where it is very good. MFC Golden Pineapple is available.

## POTATOES

The Burbank market is stable in Colorado, Idaho, Michigan, Nebraska, Nevada, Oregon, and Washington. Retail demand is weak; carton supplies are average in Colorado, Idaho, Michigan, Nebraska, Oregon, and Washington. Wisconsin prices are up; supplies are scarce. Nevada stocks are ample. Expect comparable prices until new crop harvesting starts in early August. Quality is good. MFC and MVP Burbank Potatoes are available.

## ROMAINE

Prices are rising; supplies are tight. Quality is average; problems include mildew, internal burn, and fringe burn. The market will remain high next week. MFC Premium Romaine is limited; MBA will be substituted as needed.

## SPRING MIX

The California market is level; supplies are ample. Quality is very good although mildew is beginning to affect certain varieties. RSS Conventional, Organic, and Asian Spring Mixes are available.

## SQUASH

Overall prices are stable. California and Georgia supplies are abundant; Mexican stocks are limited. Quality is very good in all areas. MFC Zucchini and Squash are available.

## STRAWBERRIES

The California market is steady. Supplies are adequate. Quality is average; light rain over the weekend caused some problems, but quality will improve this week. MFC Strawberries are available.

## TOMATOES

Mature green prices are elevated; supplies are limited. Florida growers are transitioning from the Central area to the North; rain has delayed new crop harvesting. Quality is fair. The California season has begun; early supplies are scarce, but they will increase as the season progresses. Quality is good. Expect high prices until early July.

## TREE FRUIT

The California nectarine, peach, and plum markets are up; stocks are limited. Quality is average: Central Valley rain delayed harvesting and depleted supplies.

## WATERMELON

Prices are rising slightly. California and Arizona supplies are adequate, but they are expected to increase over the next several weeks. Quality is very good.

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# FRESH CROP REPORT

Week of June 21, 2009

AT A GLANCE		★ = Ample supply, above average quality, or low price										
Product	Growing Region	Supplies			Quality					Price		
		Ample	Avg.	Low	Excellent	Very Good	Good	Fair	Poor	Low	Avg.	High
Apples	WA		✓			★					✓	
Asparagus	CA		✓			★					✓	
	MX		✓			★					✓	
	Peru		✓			★					✓	
	CA			✓		★						✓
Avocados	CA			✓		★						✓
	MX			✓			✓					✓
Bell Peppers	CA		✓			★					✓	
	GA		✓			★					✓	
Broccoli	CA		✓			★					✓	
Cantaloupe	AZ		✓				✓					✓
	CA		✓				✓					✓
Cauliflower	CA		✓			★					✓	
Celery	CA		✓			★					✓	
	FL			✓			✓					✓
	CA	★				★				★		
Cucumbers	GA	★					✓			★		
	CA		✓				✓					✓
Grapes	CA		✓				✓					✓
	MX		✓				✓					✓
Leaf Lettuce	CA	★				★					✓	
Honeydew	AZ			✓			✓				✓	
	CA			✓		★					✓	
Iceberg Lettuce	CA			✓			✓				✓	
Lemons	CA		✓			★						✓
Mixed Berries	CA		✓				✓				✓	
	MX		✓				✓				✓	
Onions	CA			✓				✓				✓
	NM		✓			★						✓
Oranges	CA			✓			✓					✓
Pears	WA			✓			✓					✓
Pineapple	Costa Rica		✓				✓				✓	
	Ecuador			✓			✓				✓	
	Hawaii		✓			★					✓	
	MX		✓				✓			★		

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Week of June 21, 2009

AT A GLANCE		★ = Ample supply, above average quality, or low price										
Product	Growing Region	Supplies			Quality					Price		
		Ample	Avg.	Low	Excellent	Very Good	Good	Fair	Poor	Low	Avg.	High
Potatoes	CO		✓				✓				✓	
	ID		✓				✓				✓	
	MI		✓				✓				✓	
	NB		✓				✓				✓	
	NV	★					✓				✓	
	OR		✓				✓				✓	
	WA		✓				✓				✓	
	WI			✓			✓					✓
Romaine Lettuce	CA			✓			✓					✓
Spring Mix	CA	★				★					✓	
Squash	CA	★				★					✓	
	GA	★				★					✓	
	MX			✓		★					✓	
Strawberries	CA		✓				✓				✓	
Tomatoes	CA			✓			✓					✓
	FL			✓				✓				✓
Tree Fruit	CA			✓			✓					✓
Watermelon	AZ		✓			★					✓	
	CA		✓			★					✓	

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