

Market Report

May 17, 2012

Charlie Sciara & Son Produce Co., Inc.

MARKET ALERT!

Asparagus, Grapes (green and red), Lemons (140, 165, 200), Melons

Overview

Availability is currently limited on new crop grapes in Nogales and Coachella, however, a rapid and substantial increase in production is expected by late May. Steady availability for row crop vegetable items in Central California (leaf items, romaine, celery, broccoli and cauliflower), with the exception of iceberg lettuce; production levels have declined due to light plantings - expected to continue through May. Prices will continue to trend seasonally higher through summer for lemons. Strawberry production has yet to reach peak volume, which is expected by mid-June.

Transportation

We are fast approaching the spring-summer shipping season with increasing volume for grapes and melons from Mexico and tree fruit from California; firming demand and causing upward pressure in freight rates that will continue through summer. Trucks are currently available; however a tight-supply situation has the potential to occur at any time.

Weather Update

Southern California is experiencing morning fog but giving way to sunny afternoons this week. There is a possibility of drizzle on Friday, but warmer temps in the inland valleys

Commodity	Price	Quality
Iceberg	Moderate to higher	Excellent
Romaine, Romaine Hearts	Moderate to lower	Good
Green and Red Leaf	Low to moderate	Good
Broccoli	Low to moderate	Good
Cauliflower	Moderate to higher	Excellent
Celery	Moderate to higher	Good
Carrots	Moderate	Excellent
Artichokes	Moderate	Excellent
Asparagus	Extreme	Good
Green Onions	Low	Good
Parsley (curly)	Moderate	Excellent
Parsley (Italian)	Moderate	Very good
Spinach (bunched)	Moderate	Good
Kale (Green)	Moderate	Very good

through the weekend. Lows will be mid 50s and highs mid to upper 60s. Salinas afternoons for today and tomorrow will cool down. Low temps will be in the upper 40s to low 50s. Highs will drop down to mid 60s.

Avocados

California volume is increasing and surpassing Mexican output. The fruit is ripening and performing very well. Look for deals on the 60s, 70s and 84s. Still a few greenskins left. Chilean fruit is available in Santa Paula with excellent quality and freshness; available through May. Volume is slowing down and border is being cleaned up after Cinco de Mayo. Shipments expected through June, but volume will decline each week.

Commodity	Price	Quality
Cilantro	Low	Very good
Green and Red Cabbage	Moderate to high	Good
Bok Choy	Moderate	Good
Napa	High	Fair
Snow Peas	Low	Good
Garlic	Moderate to extreme	Good
Spring Mix	-	Good
Spinach (Baby)	Moderate	Good
Arugula, Mache, Radicchio, Frisee	-	Good
Blackberries	High	Fair to good
Raspberries	High	Good
Blueberries	High	Very good
Strawberries	Moderate to high	Very good
Oranges, Lemons	Moderate to higher	Good
Limes	Low	Excellent
Grapefruit, Pineapple	Moderate	Good
Cantaloupes	Moderate to higher	Good
Honeydews	Moderate	Excellent
Red and Golden Delicious Apples	Moderate to high	Good
Grapes-Green Seedless	Extreme	Good
Grapes-Red Seedless	High	Good
Kiwi (Cal, Chile)	Moderate	Good
Peaches, Nectarines, Plums, Cherries	Moderate	Good
Avocados-Mexican	Moderate	Good
Avocados-California	Moderate to high	Very good
Zucchini, Yellow Squash, Cucumbers, Green and Red Bells	Moderate	Good
Green Beans	Low to high	Good
Eggplant	Moderate	Good
Round, Roma, Grape and Cherry Tomato	Low to moderate	Good
Idaho Russets	Low to moderate	Good
Yellow and White Onions	High	Good
Red Onions	High to extreme	Good

Market Report

Mixed Vegetables

Artichokes: Solid production this week. Most production will be limited to extra large and large sizes (12s-24s) while medium and smaller will be nearly non-existent.

Asparagus: Continued tight availability in California, with light production volume in Eastern Washington due to recent cold weather, with overnight lows dropping to freezing last week. A warming trend has been in place this week, we hope to see increasing production and a break in the market soon, however, this has not yet materialized.



Bok Choy: Good supplies in Central California.

Broccoli: Lighter volume this week but with nice even color and medium bead size. Some slight purple casting appearing on some varieties, but overall a very nice pack. We should see pricing continue to firm up. Promotable volumes are being packed fresh every day this week.

Carrots: Steady availability on all sizes. Harvest transition northward to Bakersfield will occur in early June and is expected to be a smooth one.

Cauliflower: Fair supplies available this week throughout the industry. Next week

should improve. Weights are close to 26-28 lbs this week.

Celery: Market has become stronger and with the seeder issues in Santa Maria and Oxnard, production has been lighter. Florida has finished their season and East Coast demand for California product has increased resulting in higher prices.

Cilantro: Very good supplies this week; averaging 9-11 inches in length and good green color. Promotable volume is still available.

Garlic: Very wide range in quality and price. New crop garlic from Mexico, China available in late May; California in early July. Prices remain firm for premium quality.

Green and Red Cabbage: Steady availability for growers in Georgia and California.

Green Onions: Good volume but little demand as we have seen for the last month. There is also insect damage showing up on approx 10% of product being produced out of Mexicali and San Luis Valleys, which isn't unusual for the time of year.

Kale (green): Strong supplies expected this week. Bunches are averaging 12-14 inches in length with dark green color. Promotable volume is still available.

Napa: Availability has improved. Seeders present.

Parsley (curly): Strong supplies averaging 9-11 inches and showing dark green color. Promotable volume is still available.

Parsley (Italian): Sufficient supplies this week; averaging 8-10 inches and showing dark green color.

Promotable volume is now available.

Snow peas: Good availability from Baja California, Central California and Guatemala.

Spinach (baby): Good availability. Quality and sizing are improving.

Spinach (bunched): There are mildew problems in all growing areas (occasional yellow leaf). Weights are 20-22 lbs and 9-11 inches.

Spring Mix: Plentiful supply.

Arugula: Adequate supplies, quality improving.

Frisee: Adequate supplies, quality improving.

Mache: Adequate supplies, quality improving.

Radicchio: Good supplies.

California Lettuce

Iceberg Lettuce: Salinas is producing normal outstanding lettuce quality. Weights are between 38-43 lbs with good green color.

Romaine: Steady supplies throughout the industry this week. Demand and quality are good with dark green color, 10-11" in length and 36-38 lbs.

Romaine Hearts: Very strong supplies throughout the industry this week. Nice weather hearts are growing well with no lack of supply. Good quality nice solid heart with good mix of bleach and green color.

Green and Red Leaf: Supplies are good on green and red this week; 22-24 lbs per case.

Market Report

Berries

Strawberries: California harvests have increased in Watsonville and Salinas. Santa Maria continues to harvest consistently nice fruit. Oxnard harvests will slow somewhat. Quality is very good in all districts. Strawberry sizing has been small this spring and that has caused stem strawberry harvests to be very low.

Raspberries: Raspberry harvests have improved overall. Production in California will be the focus. New harvests have begun in Northern California.

Blackberries: Blackberries are still being harvested in Central Mexico and Baja, California. Blackberry volume will be moderate until California crop emerges in late May.

Blueberries: New blueberry harvests are now occurring in North Carolina, as Florida blueberry harvests slow down. Blueberry fruit quality is very good. Next harvest transition is to New Jersey.



Eastern & Western Vegetables

Green and Red Bell Peppers: Moderate production on green bells in the East creating continued strong demand for shippers in Nogales and Coachella. Good availability on red bells,

with the season in Mexico continuing through May; green bells finishing.

Cucumbers: Continued plentiful availability in the West.

Green Beans: Plentiful supplies in Florida and Georgia, limited availability in California.

Eggplant: Steady availability in Florida, Coachella and Nogales.

Squash:



Zucchini: Good availability in Georgia, moderate in California.

Yellow: Same as zucchini.

Acorn: Good availability at reasonable prices in Nogales.

Butternut: Moderate availability, higher prices compared to Acorn.

Spaghetti: Limited supplies, high prices.

Tomatoes

Round: Plentiful availability in the East and West on the medium sizes (4x4, 4x5), adequate supplies on the large sizes (5x5, 5x6), which are priced higher by comparison.

Roma: Good supplies.

Cherry: Good supplies.

Grape: Good supplies.

Potatoes (Idaho) and Onions

Potatoes: Slow demand and good supplies. No spikes in pricing are expected.



Onions: Market much firmer on all colors as wet weather has delayed harvest in Texas. Situation has caused a demand exceeds supply out of Imperial Valley of California. Central Valley of California and West Tex/New Mexico are going to be the new areas shipping, but we are two weeks away from harvest.

Market Report

California-Arizona Citrus

Oranges: 200S/235S all grades very limited. 165s will become limited as well as buyers change up sizes to obtain supplies. Cara Car's remain in good supply with continued good demand.

Lemons: Stay ahead on small lemons. Best promotional sizing is now 115s larger and especially so on 75s fancy and choice.



Limes (Persian): 175s smaller are in good supply.

Grapefruit: Supplies are nearing the end from Florida and Texas and all supplies will now come from California. Movement remains very strong for Sunkist California Star Ruby Grapefruit with demand sizes Sunkist 27-48s and choice 36-40s for bags.

Specialty Citrus Items: Demand remains very good for Minneolas. Supplies are expected to be limited early this week. Murcotts and Pummelos are finished.

Pineapple: Good availability, primarily Cost Rica.

Melons

Cantaloupes: This is the last week for off shore melons. Mexican melons are available at this time. California Desert and Mexican melons are available with Arizona to start in 7-10 days. Athena variety is available in Florida.

Honeydews: Same as cantaloupes.

Washington Apples

Good demand and steady prices continue for storage crop apples. Bosc pears winding down for the season, D'Anjou are available. It is too early for a definitive forecast; however the potential exists for a large volume harvest season this fall. Many things need to fall into place for this to occur, including weather, availability of labor and warehouse capacity for controlled atmosphere storage.

Grapes & Soft Fruit

Grapes: Offshore red seedless finish this week. Mexican and desert red and white slow to start with high prices this week. Large crop in Mexico with volume will be coming for Memorial Day.

Kiwi: Good supplies. New crop kiwi from Chile is now available. A large Chilean crop is expected this year.

Peaches and Nectarines:

Georgia and South Carolina peaches are available. Peaches and nectarines are available in SJ Valley. Apricots also available.



Plums: New crop California plums available in early June.

Cherries: New crop available in California, mid-June for Eastern Washington.