

MARKET NEWS UPDATE

LETTUCE: Very cold temperatures in the desert have limited the available harvest of daily iceberg lettuce supplies. With field temps below freezing, harvesting crews are not able to go into the fields till the lettuce thaws (10am-11am).this allows for only 4 to 5 hours of harvest, thus supplies are diminished. Overall demand for head lettuce continues to be just average. (If we had a demand we would be seeing a \$30 market). BE ADVISED; these cold temperatures will promote epidermal peeling in the head lettuce.

ORANGES: All sizes of California Navel oranges are available. Recent freezing temps in the San Joaquin valley have hindered harvesting times, but supplies are available. With school districts getting ready to close for the winter holiday, demand will diminish until mid January.

LEMONS: District 3 (desert) continues to be in good production. Small sized fruit 165's and 200's continue to be very limited. Deals can still be had on large size lemons. Meyers lemons are available.

SATSUMA'S CLEMENTINE'S and MINNEOLA: Available now in California.

GRAPES: It looks like early Chilean fruit has been pushed back a couple of weeks. But by the 18th we should see both red and green grapes arriving on the west coast. Until then we still have some adequate red seedless California grapes. Stay away from the storage green seedless.

TURNIPS: California turnips will become available next week. Loading out of Bakersfield, and early pricing should be promotable.

KIWI: There are good supplies of California kiwi in all sizes with different packs available.

CANTALOUPE: Better demand on offshore and Mexican product with domestic lopes done. Demand is still off compared to last year but growers are not going to complain due to their numbers being off as well. The cold weather in Mexico is keeping the melons from growing. Very nice quality from all regions.

HONEYDEWS: Mirroring the cantaloupes. Decent demand but cold weather is helping to keep the market steady.

MANGOES: Still very tight but getting better. Should start seeing better import numbers in the next week.

STRAWBERRIES: Florida and Mexico are slowly increasing in numbers. Even California has picked a **FEW** new crop berries. A wide range in quality in all areas is making it a challenge to know where to load.

BROCCOLI: Supplies tightened up quickly and freezing weather will keep it tight through next week. Bunch sizing continues to average 2 to 3 per on 14's. Stalk size is ranging from 25 cent to silver dollar diameters. Our inspectors are reporting branchy, knucky and some white stalk, spurs, and hollow core are common defects.

CAULIFLOWER: Cauliflower market very active due to cold weather in the desert. Supplies are light the entire week and holiday demand is keeping prices elevated. Quality is excellent but sizing is off due to tight supplies and good demand.

LEAF: Get ready for blister and peel, and we'll get to pay more for it too.

SPRING MIX: Will remain tight until it warms up quality is good for now.

CELERY: Very active! 1) severe cold 2) shortest days of the year 3) slow growth 4) holiday ads
These issues will continue through next week.

CILANTRO: Purpling is the big problem with shorter steams and smaller bunches. Market is steady to higher for the next ten days.

BRUSSEL SPROUTS: Few more around but not loosening the market due to holiday ads and new pack sizes.

LEEKS: Loading in the desert or Salinas. Good supplies now most likely to get more active next week.

GREEN, RED AND YELLOW BELL PEPPERS: Reds not ripening or sizing in Coachella, so harvesting green before the crop dies. Colored market is very strong, if any around.

RED, WHITE AND YELLOW POTATOES:

Looking Good !