



Russ Davis Wholesale

4/16/12

LETTUCE



Firmer lettuce prices are being seen and further increases are at the door as Huron battles quality concerns due to rain and Salinas is delayed by cold weather. This predicament could escalate quickly next week if conditions in either location do not improve. One major shipper has notified customers that they won't be packing green leaf in their top-tier label into next week due to spotting and discoloration. With improved weather forecasted for next week in Huron and Salinas, hopefully this challenge will be short-lived.

POTATOES



Not much movement here. Idaho russet demand is steady again this week, but processors are reported to still be understocked. This means a demand push could be on the horizon. Supply forecasts are still projected to be light for the remainder of the season. Florida supplies are going strong on whites and reds. California has started on whites, reds, and yukons, as well. Quality is very good. Palmetto is slated to begin near the end of April.

BROCCOLI & CAULIFLOWER



Solid supplies and selection continue on quality broccoli. A minor blip in the market has been felt from rains that have slowed harvesting, but this should only be in the near-term. Pricing looks to be reasonable and steady into next week. Cauliflower remains steady with good supplies and fair quality. Black and brown spotting continues to be seen upon arrival.

ONIONS



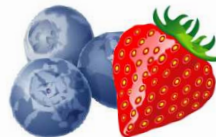
While South Texas suffered from recent severe weather, Oregon/Washington storage onions and Mexican product are still available. Texas is slow and Mexico is trailing off. Reds and yellows are still available from Oregon and Washington. Pricing will be volatile depending on origin and quality.

CABBAGE



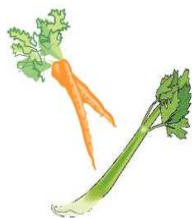
The cabbage market is gaining a little momentum. Florida is finished and Georgia is getting underway. As expected, this market push is coming as the Texas Valley is finishing up. California has seen a small rise in pricing, as well.

BERRIES



More rain has fallen in the strawberry growing regions of California and even more is on the way. Quality, availability will suffer even more as this market continues to strengthen. Water soaked fruit, white shoulders/sides, and decay will be commonplace. Blueberries are still firm with tight availability. Quality is fair. Raspberry supplies have bottomed out and look to improve in the weeks to come.

CELERY &



A vast majority of the nation's celery continues to come from Oxnard. Seeders could be especially prevalent in April and May. Historically, pricing will push higher as a result. A major carrot shipper will be bringing up carrots from Coachella and loading in Bakersfield for the next 6-7 weeks. Cold weather is affecting yield and supplies, making the market tighter on jumbos during this window.

GRAPES



Imports are still tight. Crimson supplies are still good but demand is keeping the market firm. Supplies on green grapes continue to tighten. A good number of red globes are coming in from Chile, but black seedless grapes are still tight.

CITRUS



Volatile temperatures and rains are troubling remaining navel supplies. Prices are on the rise for 88s and smaller fruit. Valencias will begin soon and are expected to favor choice with sizes peaking on 88s through 138s.

Not much change here. Lemons will start to get tighter as annual spring demand will push prices higher. Quality and shelf life are good.

DRY VEG



Bell peppers are tight on both coasts. Colored bell peppers are especially firm. Eastern volumes will improve when Plant City comes online. Western cukes are firming up as the East Coast eases up with help coming from offshore. Western squash remains unsettled while supplies are good and pricing is reasonable out East.

WEATHER



Salinas, CA

Partly cloudy skies for most of the week. Temperatures reaching the low 70s by mid-week.



Bakersfield, CA

Temperatures expected to escalate from the high 50s to the low 80s by mid-week. Sunshine is forecasted all week long.



Immokalee, FL

Steady temperatures in the mid-to-high 80s. Mostly sunshine until scattered thunderstorms later in the week.

Oxnard, CA

Relief from rain expected next week. Mostly sunshine is forecasted with temperatures mainly in the 60s.

TOMATOES



Mexican tomatoes will continue to come across into Nogales and McAllen at a declining rate over the next few weeks. Overall quality is good out West. Florida is transitioning North to Palmetto but is still about two weeks from hitting full production. In the meantime, supplies will be a little light and pricing will firm up some out East.

4/16/12

TRANSPORTATION

DIESEL PRICES		
4/9/12	Retail Highway National U.S. Average	\$4.15
	Retail Highway California Average	\$4.44

LANE	RATES	CAPACITY	WEATHER ISSUES
IDAHO	Stable	Available	None
WASHINGTON	Stable	Available	None
CALIFORNIA	Unstable	Tighter	None
SOUTHWEST	Unstable	Available	None
SOUTHEAST	Unstable	Available	None

Thank You, Russ Davis Wholesale!