

MARKET

Update



VEGETABLES

Asparagus: Michigan has started with little demand- weather still a factor with colder than usual temps, and weather has affected sales across lot of commodities. Peru is moving right along with very good quality, and supply issues have eased up with Mother's Day over.

Broccoli: Broccoli 14's and crowns will increase for next week. Supply is tight and prorating at loading. Because of this we have had to load non-contract labels to cover sales. The quality has been great upon receiving. Recommended to not promote!

Cabbage: We are currently loading in Georgia. Markets are stable.

Cauliflower: Cauliflower market will decrease for next week. Cauliflower is now loading out of Salinas, CA. Markets have dropped and should remain steady for the next couple of weeks. Recommended to promote.

Celery: Sleeved celery and celery hearts will increase for next week. Supply is tight, and we are being prorated on a daily bases

and having to load non-Dole label. Last week loading was worse than the previous weeks. Recommended not to promote.

Corn: Georgia is shipping with great quality. Markets are slightly declining. Georgia's Sweet Corn crop is reported to be excellent. It's a great time to promote!

Cucumbers: We are now loading in Nogales, Arizona. Quality has been good, and markets are low. It's a good time to promote!

Green Beans: We have transitioned to loading in Georgia. Markets are stable with good availability.

Green Bell Peppers: We have started loading in Southern California, and markets have declined. Quality and volume are excellent! In the coming weeks growers will begin harvest in Central California as well.

Green Onions: Green onion market price will increase slightly for next week. Supply is great while quality has slipped a little. Non-contract labels are already on the road to test quality difference. Recommended to promote.

Green/Red Leaf Lettuce: Green leaf and the red leaf market will drop for next week. We are seeing improvement in the quality upon receiving. Recommended to promote!

Iceberg Lettuce: Iceberg market will decrease for next week. We





are now fully transitioned and loading out of Marina. We have had a few scattered quality issues upon receiving with discoloration and bruising. However, quality is much better than previous months. Recommended to promote!

ONIONS:

The onion market has softened over the last couple of weeks, as more regions come online. Growers in New Mexico, Idaho, California, Texas and Georgia are now shipping onions, but there isn't enough demand to elevate prices. These factors, combined with the fact that retailers are now promoting other commodities with the shift in season, is contributing to a weakened market. RDW is sourcing new crop onions from New Mexico. Initial quality reports have been good for the region.

Sweet: The Vidalia® onion season is in full swing! As consumers start grilling outside, retailers will be heavily promoting Vidalia onions for Memorial Day. With a strong harvest this year, and the Vidalia Onion Committee's new marketing campaign "The Sweet Life", the season has been a success.

POTATOES:

Russets: The russet potato market remains steady with little change this week in either demand or pricing. The growing regions are comfortable with their remaining inventories. Shortages are not expected this summer. Idaho is winding down on their inventory of Norkotahs but still have good supplies of Burbanks. Expect carton prices to remain at current levels or rise slightly until new crop.

Reds: Storage crop Reds are all but finished. We'll be switching to new crop A's next week. Spring planting is fully underway in the Red River Valley although a few weeks behind due to spring flooding.

Golds: RDW has Klondike Golds in 5# and 3# out of Idaho. New crop yellow potatoes are getting started in several regions. New crop golds are available throughout several growing regions but at a significantly higher cost.

Red, Yellow, Orange Peppers: We are currently loading Canadian grown product. Markets are stable with good quality.

Rhubarb: We now have Local Rhubarb available! Availability and

pricing are projected to be stable for the season. A great tie in item for your strawberry set!

Romaine Lettuce: 12/3 romaine and 24ct romaine market will decrease for next week. Supply is tight right now. We have seen improvement in the quality upon receiving. Recommended to promote!

Snap/Sugar Peas: Conventional Snow Peas market firming up, supplies and quality good. Conventional Snap Pea supplies could be short this week due to quality issues cause by the rain that hit California over the last 2 weeks.

Zucchini and Yellow Squash: We have transitioned to loading in California. Markets are stable.

VALUE ADDED

DOLE:

Iceberg: Supplies – Better supplies; Quality – Good Quality. Good sized firm heads; Anticipated Issues, Duration, Action Plan – Last week's rain will bring some mildew, burning, possible bottom rot, heavier lettuce and increased supplies; Short Term Outlook (1 to 2 weeks) – Tighter Supplies; Longer Term Outlook (4 to 8 weeks) – Better Supplies.

Romaine Lettuce: Supplies – Good supplies; Quality – Good quality, good sized heads and good color; Anticipated Issues, Duration, Action Plan – Current rain will bring some mildew, burning, possible bottom rot, heavier material and increased supplies; Short Term Outlook (1 to 2 weeks) – Supplies exceed demand; Longer Term Outlook (4 to 8 weeks) – Moderate supplies.

Red & Green Cabbage: Supplies – Good supplies of Green Cabbage and moderate supplies of Red Cabbage; Quality – Good sized heads, compact, good color; Anticipated Issues, Duration, Action Plan – No issues anticipated; Short Term Outlook (1 to 2 weeks) – Good supplies on Green Cabbage and light supplies on Red; Longer Term Outlook (4 to 8 weeks) – No issues anticipated.

Conventional Spinach: Supplies – Strong field supplies. Expect more rain on Sunday; Quality – Currently no major quality issues. Mildew pressure still pending; Anticipated Issues, Duration, Action Plan – No issues besides those mentioned above.

Conventional Spring Mix: Areas of Harvest - Huron CA and Salinas

MARKET Update

Valley; Supplies – Will continue to have strong supplies going into next week. Rain expected on Sunday; Quality – Currently no major quality issues. Mildew pressure still pending; Anticipated Issues, Duration, Action Plan – No issues besides those mentioned above.

Butter Lettuce: Supplies – Better supplies; Quality – Good sized heads, green color; Anticipated Issues, Duration, Action Plan – Current rain will bring burning and mildew pressure, heavier material and increased supplies; Short Term Outlook (1 to 2 weeks) – Better supplies; Longer Term Outlook (4 to 8 weeks) – Moderate supplies.

MANNS:

Brussels Sprouts: Brussels Sprouts supplies continue to be short due to quality in Mexico. Any item with Brussels Sprouts could be short this week, we are hoping to fill all orders in full this week, but may fall short depending on the quality of the raw product. Whole Brussels Sprouts will probably unavailable until domestics start in mid-July due to quality. Shredded Brussels Sprouts will continue to be hit and miss for the remainder of the Mexico season until domestics start in mid-July.

Snap Peas: Conventional Snap Pea supplies could be short this week due to quality issues cause by the rain that hit California over the last 10-14 days. We are hoping to fill all orders in full, but could fall short depending on the yields after the raw product sort.

EARTHBOUND FARM:

Mixed Lettuces: Iceberg Lettuce, Green Butter Lettuce, Red Leaf, Green Leaf & Whole Head Romaine will all be in excellent supply for the next 4 weeks. Please continue to promote all Mixed Lettuce items.

Romaine Hearts: Heavy volumes will continue for the balance of May and into the middle of June. Market demand is projected to remain steady for the coming weeks.



FRUIT

Avocados: It is possible that this market has peaked. Based on industry numbers and incoming fruit from Mexico, California, Peru and even limited amounts from Columbia. Forecasting shows we are peaking and will sit here for 2 more weeks, then we “should” see some relief.

Blackberries: We are seeing great numbers on all packs and demand. Quality has been very good coming out of Mexico.

Blueberries: Texas Central Mexico production is nearly done. Baja still has some volume but we are seeing a drop off in supplies. Southeast Florida production finished up last week. Georgia production is light and will finish in the next week or so. We are entering our NC peak stage. We expect NC to finish by the first few weeks in July. CA Central Valley of California has been getting rain as well. This is impacting our Blue supply. Our team will be evaluating the damage in the next few days. Peak volumes however are expected by the middle of June. Large Pacific Northwest volumes expected the first week of July.

Cantaloupe/Honeydew: Imports (Guatemala/Honduras) are done this week. Mexican Cantaloupes are in good supply through Nogales, AZ. Domestic (AZ) Cantaloupes and Honeydew have started with light volume and higher FOB, but expected to pick up quickly and market prices to respond downward.

Cherries: California is looking at a 60% crop loss due to rain over the last two weeks. We still have strong supplies, however, markets will be jumping this week. Shippers are pulling ads and not quoting any future pricing. Washington is expected to have a very good crop this year and project to start packing around 6/11.

CITRUS:

Grapefruit: Texas sizing continues to be on the small side. We should see Texas available through May and into June.

Navel: California should be available through the first part of June and possibly into July.

Clementines: Import clementines are expected to have demand greater than supply through the month of June. Markets will remain tight and pricing will be high.



Grapes: Grapes are starting a little behind last year with a big crop. Promotional opportunities all of June on red and Green. Should finish 2nd week of July. We are seeing some red grapes out of Coachella switching from the imports.

Kiwi: Good supply and quality – Green product from Greece, Italy and Chile. California product finishing up.

Limes: The lime market is starting to come off. We are seeing pricing start to fall and larger limes are becoming more available.

Mangoes: Sizing profile: Sizing for the Tommy Atkins variety is peaking on 10's followed by 9's and 12's. We expect sizing to continue to peak on 10 count in the next several weeks. Quality: The Tommy Atkins and Haden varieties are showing good quality. The fruit is mostly clean with a light blush. Crop outlook: Harvesting in Mexico is now in full swing. We expect good volume to continue going forward. This is the time to promote on 10 count especially.

Pears: We are now into new crop Argentina Packhams. Red pears and anjous will all continue to be available from Washington.

Pineapple: Supplies will steady for the foreseeable future.

Raspberries: Texas Central Mexico and Baja continue to wind down. Oxnard is starting to get into Peak production in this region. The cooler weather and rain may have pushed back the volumes slightly. The majority of supply will be loading in Oxnard.

Strawberries: I see demand going up due to the wet weather in the fields and not being able to keep up with the demand. I see growers going in and stripping today and Tuesday to help clean up the fields in California. Salinas/Watsonville experienced more rain in the Watsonville/Salinas area over the weekend. Watsonville over the last several days received 1.5+ inches and Salinas was around .5 inches. There were even reports of hail in certain areas. Our team is being proactive on supply forecasts. The volume has dropped substantially and there will be shortages the next couple weeks. Quality is a concern and we ask to raise delivery specs to at least a 20% checksum. Shippers are going to raise spot market pricing as well in light of the huge reductions of supply. I am guessing the first week of June the industry should get back

to seeing some of the volumes we are used too for the time for the year. Santa Maria: The Northern regions received the majority of the rain but Santa Maria did get at least .50 inches within the last week. The industry is still getting the largest volume from this region. Expect quality problems as well from Santa Maria. Organic production will be affected as well.

Stone Fruit: Saturday afternoon and staying around through Sunday. We know there were thunderstorm pockets that dropped the "H" on some areas but will have to give it a few days and try to evaluate what/if there were any damages between the future systems that are on the radar for the coming week. Since the morning weather update I sent the forecast has changed. They have us receiving rain for the next 3 days consecutively. Who knows how much does come from this but anything more than we received over the weekend will keep us out of the fields for several days. Please keep your customers updated of what we are up against out here in what is known and "sunny" California. Talk soon. We are looking to have black plums for the stores around the first part of June.

TOMATOES:

Roma: We are currently loading in Nogales, AZ and McAllen, TX for the best quality available. Currently markets are low.

Grape/Cherry: We are currently loading in Florida. Markets are currently stable. In the coming weeks Florida growers will transition from Central Florida to North Florida growing regions.

On the Vine: We are currently loading Canadian and USA grown product. Markets are low and stable. It's a great time to promote!!

Beefsteak: We are currently loading Canadian grown product. Volume and markets are stable.

WATERMELON:

Steady markets and very good availability for the coming weeks are expected. Quality is great. Texas and Florida are shipping. We are staying away from Nogales loading Mexican melons due to inconsistent quality reports.

Mini Seedless: Markets are steady. Product quality has been very nice with good availability.



ORGANIC

New Items:

49226 - Organic Red Grapes

49240 - Organic Green Grapes

49347 - Organic Pluot

49354 - Organic Black Plum

49356 - Organic Red Plum

Up Next: Local Cilantro, Asparagus, Rhubarb, Baby Bok Choy, Cilantro in a week

Organic Blueberries: We have California grown blueberries in 6oz and pints out of the San Joaquin Valley, Homegrown Organic label. They should go through June and then transition up to the Pacific Northwest. Things are a little tight right now with California berries as rain has destroyed about 1/3 of the crop and has also delayed harvesting.

Organic Broccoli: Supplies remain under budget for the rest of the month. Demand remains active and prices are moving up. Growing region: Salinas Valley.

Organic Cauliflower: Improved supplies in 1-2 weeks and steady volume through June. Demand is softening. Growing region: Salina Valley.

Organic Celery / Celery Hearts: Market demand and pricing remain at record setting levels. Not going to see any relief until mid June, when California starts producing. Supplies will be highly constrained from 5/27-6/10 during that transition. Growing region: Mexico.

Organic Citrus: Organic bagged mandarins will be gone by this weekend.

Organic Grapes: Rain and cool weather delayed organic grapes even more. We are loading both red and green organic grapes next Monday and they should be here for the weekend of June 1st.

Organic Greens: Organic greens are now grown and loading out of Lamont, California.

Organic Mangoes: We have Mexican tomy atkins mangoes.

Organic Potatoes: Hugh's Garden should have local organic red, yellow and russet potatoes until June.

Organic Romaine: Bulk romaine harvested out of Lamont, CA.

Organic Strawberries: We have a steady supply of strawberries from EBF coming out of Mexico and California. Things are a little rough out of Mexico because of cool weather, and right now there is nothing out of California because of rain.

Urban Organics Salads: We are all done with urban organics salads. The company is no longer producing salad mixes.

