

Strawberry shippers have hit a wall on production earlier than originally forecasted. In years past the Northern growing areas don't hit this wall till the middle or end of September. As we get into September we will see some Fall crop coming out of the South (Santa Maria & Oxnard). The fall crop is only 10% of the volume compared to the Northern growing areas which will not offset the demand. The light at the end of the tunnel will be when Central Mexico and Florida production kicks in. Central Mexico starts up in a small way the end of October first part of November with Florida following the front part of December. So hold on for the wild ride.

The strawberry plants in the Northern growing areas are very tired and do not have the strength to compensate for the adverse weather we have been receiving the last couple months. Harvest numbers have dropped by 40% to 50% with most growers over the last three to four weeks and this trend will continue.

Shippers are getting very selective as to where and whom their fruit is being shipped because of the short supplies and quality of the fruit.

We are in a demand exceed supply situation. All shippers are fill rating orders to keep everyone with some supplies. We will do our best to get your orders covered but expect loading delays, orders pushed a day and possibly last minute loading location changes.

Please pre-book your orders with as much notice as you can.

From what I am hearing all the markets are short on fruit and customers are trying to make new friends to get their needs covered. So be careful not to get picked off by strangers.

Blackberry production is also declining as we move into the fall and will continue until Central Mexico kicks in early October. Quality is fair on the

current supplies.

Blueberries supplies are also starting to take a drastic swing in production as they move into Control Atmosphere storage. Look for this market to get active over the next couple of weeks.