

A very good and concise summary of the issues we face as the harvest moves out of the Salinas Valley (Northern California) to the desert in Yuma Arizona.

The produce coming to market over the next few weeks will be a challenge. Expect lower yields and appearance problems in all crops.

Once again transition will cause some extreme markets. As we finish the Salinas growing season over the next few weeks, we will see some drastic swings in markets and supplies. Transportation will have its work cut out for them for the next few weeks going from Salinas to Yuma. As we all know communication is extremely critical during this time. Knowing what areas to load to getting your orders placed in a timely fashion, to following markets, and getting all your needs covered. Pro Act will continue to keep you up to date with current market / supply communication as well as forecasting of the commodities. So here is a brief synopsis of the next few weeks.

Lettuce – The next 4 weeks we will see light weights. Some arrivals as low as 28 to 30 pounds but weights will generally range from 32 to 38 pounds. There will be misshapen heads causing mechanical damage as well as pinking. You will see seeders due to the extreme heat in Salinas, Huron, and Yuma. You will also see tip burn and fringe burn. The market looks to be in the low to mid 20's next week. We will be hitting escalators on our contracts by mid next week.

Leaf – The Romaine and Romaine Heart supplies will be limited for the next 4 weeks industry wide. With low yields processors are purchasing extra acreage causing the carton market to react. Coupled by the Transition to Yuma and the limited supplies left in Salinas, we will need to have the flexibility to buy product from other growing areas. Oxnard is currently packing Romaine, Green Leaf, and Red Leaf. Green Leaf and Red Leaf seem to be stable for next week but could have the possibility to follow the romaine market. Boston also seems to be in decent supplies. Quality issues remain in most packs with Seeders, Fringe Burn, Tip Burn, with minor dehydration.

Romaine_Hearts – Industry wide there continue to be lack of supplies and will be that way well into the Yuma season. The markets are very active

and as you have seen in my previous emails covering quality and pictures of the current industry wide situation.

Cauliflower & Broccoli – Cauliflower supplies will be extremely short for the next 4 weeks. Prices have already started to react and look to be in the 20's next week. Broccoli on the other hand hasn't reacted yet. But typically will follow cauliflower. Supplies seem to be steady for next week as product is still coming out of Salinas, Mexico, and Santa Maria. Yuma will not start until late November on these 2 commodities. **Processors will start to hold to 12 week averages on Cauliflower Florets Next Week.**

Celery – Celery is in good Supplies. Salinas and Santa Maria are currently harvesting acreage. Oxnard will start next week.

If you have any questions please feel free to contact me for more detailed updates.