



# F r e s h ALERT

Please Distribute to:  
Executive Chef  
General Manager  
Kitchen Manager  
Purchasing Manager  
F&B Manager

March 16, 2007

## IT'S LOOKING U G L Y

### ONE GROWER'S ASSESSMENT OF LETTUCE, BROCCOLI, CELERY AND CAULIFLOWER THIS SPRING



We're still feeling the affect of Old Man Winter's visit in January.

A few growers have suggested we skip the rest of March and early April and move right into Salinas for our late Spring supplies of Broccoli, Cauliflower, Celery and Iceberg, Romaine and Leaf Lettuce, but even that won't help the problems created by Old Man Winter.

Record freezing temperatures hit Yuma and the winter desert in January, turning beautifully green crops into an icy wonderland. We are still feeling the affects of that stunted growth with much lower crop yields, much smaller sizing and much lower weights. This is producing quite a volatile price market as well. Because of the much smaller sizing and lighter weights, processors are using far more product than normal, which is pressuring the fresh market supplies and prices. That freeze also hit Huron, the region we

normally see about four weeks of lettuce supplies in March and April. Those tiny seedlings were about 2 inches out of the ground when the freeze hit, causing tremendous damage and losses. There will not be a smooth transition from Yuma to Huron, nor from Huron to Salinas. Salinas growers are going to be late with their season, and growers say their early fields look light and weak.

We could have volatile supply, quality and pricing right into late April. With conditions like this, shelf life is also compromised because of the "weak" and "stressed" condition of the plants. Here's what you can do: Order Conservatively. Rotate properly. Store properly. Use Quickly.

For more information on how freezing affects crops, go to the WeatherCenter at [www.freshpoint.com](http://www.freshpoint.com).



"FreshPoint, Inc. Produce that's Fresh. Information that's to the Point."