



Fresh Alert
April 23, 2008 - California Cold

Hi, this is Jim Naylor with another produce FreshAlert... for FreshPoint. Old Man Winter is taking another slap at California fields and orchards. Cold and freezing temperatures covered much of Northern California from the Coast to the Sierra Nevada. The persistent cold temperatures this Spring have really slowed growth of row crop vegetables in Salinas and Asparagus in the Delta, which has already affected supplies and prices. The cold has also slowed young, tender melon and tomato plants throughout the San Joaquin Valley. This will delay the start of these seasons this June. The recent blast of cold may also have a huge impact on apples, pears, peaches, plums and nectarines. Some early varieties already had fruit set on the trees. Those tiny buds are easily damaged with cold temperatures this time of year. Mid-season and late-season varieties still were showing some blossoms on the tree. Cold temperatures cause those blossoms to drop. Every blossom is a piece of fruit. Some growers say they are expecting 30% losses to their crops. Most stonefruit, apple and pear growers are in the orchards now counting the number of fruit or blossoms still hanging on each branch. This will give them some idea of damage. For some growers, the cold simply caused a natural fruit or blossom thinning, which can be helpful. For other growers, the cold actually caused damage. For more information on how cold weather impacts our produce, check out the weather section on www.freshpoint.com. Your FreshPoint salesperson will have further information on how the weather may impact our produce.