



C.H. Robinson
Worldwide, INC.

Broccoli Bob

YOUR PRODUCE AND TRANSPORTATION FORECAST FOR THE WEEK OF SEPTEMBER 6TH, 2010

LETTUCE



Daytime highs in the Salinas Valley have been approaching 90 degrees this past week, which has helped bring on better supplies, and improved quality. With light demand continuing, pricing has recently eased. This looks to continue as we start this week. However, fog is expected again as we move through this week, so the production decline and quality issues has the potential to return. Looking down the line, Huron is expected to begin in mid October.

BROCCOLI



Production in CA remains light this week after several weeks of excess supplies being available. With lighter supplies, pricing increased last week, but remain firm this week. Demand is still relatively light from the East, with Maine and Canada having regional deals available as well.

CAULIFLOWER



Several weeks of excess supplies in the Salinas Valley has shifted – and the past few weeks, shippers are reporting lighter production. Planting gaps from cool, wet weather are to blame. As a result, pricing has recently increased – and remains firm to start this week. Quality, however, remains to be relatively strong.

POTATOES



New crop Norkotahs are available in Idaho, Washington and Colorado. Early indications report a smaller crop, with 80s and smaller being predominate. This is due to the cool spring and early summer. The upcoming Burbank crop is also being affected by the spring and summer cool temps – with a smaller size projection. Sizes on Norkotahs and Burbanks will gain in size as the packing season progresses. Projected volumes are also off pace from last year’s record levels – but are expected to be in the normal range.

MIX



Salinas Valley shippers are expecting good supplies this week and into next due to a warm spell the past few days. Pricing is reasonable and returned to lower levels. Fog is in the forecast as we move through this week, and could potentially affect both quality and supply moving forward. The dissipating fog of this past week has also helped bring on better volume and supplies of strawberries in Salinas. Production will decline all month long, and make way for Oxnard’s new crop in Oct.

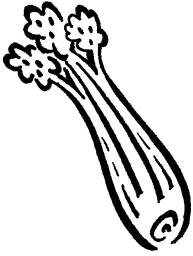
ONIONS



Most shippers in Ontario, OR have started, but in a light way. Volumes will slowly begin to climb in the next few weeks. Initial reports suggest a decent volume crop, but there is the potential for it to be undersized. The late start, to the tune of almost 3 weeks, usually means a late finish, which could subject late season supplies to detrimental weather. Onions are also available out of WA, UT, CO – with NM and CA tailing off.

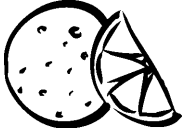
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CELERY



Quality out of Santa Maria and Salinas continues to be strong – with sizing still peaking in the 24 to 30 ct range. Supplies are expected to be strong through most of September. With Michigan supplies also strong, demand in CA is light – and pricing remains reasonable.

CITRUS



With the majority of schools now in session for the fall semester, demand on 88, 113 and 138 ct Valencias remains strong. Pricing has increased on the 113s and 138s this past week. With the season entering the later stages, the size profile continues to gain in size due to the additional hang time. Expect firm pricing and light supplies on the smaller sizes the rest of the Valencia season.

Lemon pricing remains relatively stable this week. Almost 90 % of Oxnards crop has been harvested with the majority of supplies being shipped coming from storage inventories. The sizes of 115s and larger remain on the light side. New crop lemons will begin in the desert in a few weeks, with initial supplies being in the 140s and smaller range.

Grapes

The green varieties of Thompsons and Princess are in good supply, size, and good quality. Pricing has leveled off from weeks past. The red variety is moving from Flames into Rubies, Crimsons, and other newer varieties out there now. Red Globes and Blacks are available – so come and get them.

Dry Veg

Supplies of green peppers are in strong supply again out of Michigan. Pricing has fallen back to reasonable levels this past week. Supplies are starting to increase in the Central Coast of CA – while the Fresno area is beginning to slide. All in all, pricing is stable – but keep buying for quality. Colored peppers are in good supply in Central CA – and with light demand, this trend is expected to continue this week. Cucumber supplies are strong in Michigan and quality is good. Out West, Mexico has begun with limited supplies. Expect supplies to slowly improve the next few weeks. Squash supplies are sporadic out of Michigan, and pricing is firm. Continue to buy for quality on both coasts.

TRANSPORTATION

Retail Highway Diesel Prices/National U.S. Average 8/30/10- \$ 2.94

Retail Highway Diesel Prices/California Average 8/30/10- \$ 3.15

**IDAHO
WASHINGTON
CALIFORNIA
SOUTHWEST
SOUTHEAST**

New Crop potatoes continue to pick up.

New Crop apples continue to come on.

Labor Day pull will finish, but trucks look to be off schedule this week.

Not many loads available right now.

Loads in the Northern growing regions.

THANK YOU, Broccoli Bob!