



C.H. Robinson
Worldwide, INC.

Broccoli Bob

YOUR PRODUCE AND TRANSPORTATION FORECAST FOR THE WEEK OF JANUARY 30TH, 2011

LETTUCE



Iceberg continues its stability as good supplies and light demand keep the market in check. The quality issues of the past few weeks are still ongoing but showing incremental improvement; color is medium green and epidermal peel/blister is being seen with less frequency. As quality improves, look for overall quality to get darker, and pack weights to increase. An increase in demand will result in prices firming up.

BROCCOLI



The broccoli market has yet to firm up. Good supplies and light demand have are causing shippers to entertain discounted pricing. Favorable weather looks to maintain good quality and availability levels into next week.

CAULIFLOWER



This market continues to resemble broccoli. Very light demand is leaving shippers with excess inventories. The market is softening up and offers are available to move product. Quality has only been fair while shippers continue to report brown spotting.

POTATOES



Only a few shippers are still packing Idaho Norkotahs and sizing is peaking on 70s-100s. Burbanks are also small with the majority being 80s and 70s. Quality remains good and supplies continue to be available. Washington features larger spuds and the market is steady. Higher prices are on the horizon as competition with processors for fresh supplies ramps up. The pull by processors will create a challenge for shippers looking for fresh supplies for the retail and foodservice sectors.

MIX



Green leaf prices continue to escalate as light supplies are being met in kind with solid demand. Blister and peel also continue to be seen, as with iceberg, on all leafy times. However, quality is showing improvement—a trend that seems to continue as forecasts are ideal in the growing regions. The romaine market is higher than iceberg but still significantly cheaper than green leaf. Volumes are improving on strawberries while demand has lightened. Quality berries are being reported out of Florida and California. Expect a pull with Valentine's day around the corner, particularly on berries with stems.

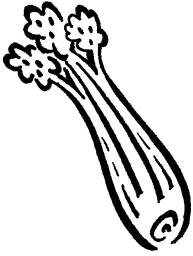
ONIONS



Plenty of supplies out of the Northwest and Mexico and very light demand are keeping pricing low for reds and yellows. These conditions, along with good quality, are expected to continue in the weeks to come. The market on whites is steady but supplies are harder to come by.

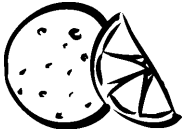
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CELERY



The celery market continues to gain momentum, especially on larger sizes. Cooler weather have shortened production days and reduced stalk sizes. Sizing is peaking on 30s and smaller. Quality is good with no major issues being reported.

CITRUS



Most of the navel crop (65%) continues to be fancy and the remainder choice. Softening demand has made this market drop slightly. Quality is good.

District 1 is featuring quality lemons peaking on 115s/140s. District 2 is well into their storage fruit as production slows. As expected, the February 2011 freeze has brought overall production and isn't expected to allow this market to remain steady for much longer.

WEATHER

Yuma, AZ

Great weather looks to continue with day time highs in the mid-70s during with sunshine during the day and nighttime lows in the upper 40s/lower 50s.

Bakersfield, CA

Forecasts show mostly sunny skies all week and temperatures that will hover around 70 degrees.

Palmetto, FL

Thunderstorms are expected to close out this week, but next week looks to be dry, sunny, and warm with temperatures between 75 and 80 degrees during the day.

Grapes

Offshore volume is coming in to both coasts from Peru and Chile. The market looks to remain steady and quality is being reported as excellent. Despite great quality, larger grapes are harder to come by and are commanding a premium over the smaller sizes.

Dry Veg

Quality bell peppers have good available out East and in the West. The markets are steady with production predominantly on smaller peppers. Florida has plenty of volume and lighter demand. Cuke production is improving in step with the weather out West and Eastern cuke supplies are ample. Imported cukes are also available with great quality. Harvesting gaps are troubling the squash market which is featuring solid demand. Eastern yellow and green squash supplies are falling behind demand.

Tomatoes

The tomato market is very loose. The damage out East from the Florida freeze was minimal and the market never firmed up as expected. Quality is good on both coasts while activity is very low—shippers have an overabundance of supplies that are at risk of becoming overripe and spoiling. Mexican tomatoes, mostly Romas, are crossing over into Texas and are also very cheap.

Retail Highway Diesel Prices/National U.S. Average 1/23/12- \$ 3.85

Retail Highway Diesel Prices/California Average 1/23/12- \$ 4.12

IDAHO

Rates are stable and trucks are available.

WASHINGTON

Trucks are mostly available, lead times desired, rates are stable.

CALIFORNIA

Trucks are mostly available and rates are declining.

SOUTHWEST

Market is loose and rates are coming down..

SOUTHEAST

Rates are declining and trucks are very loose.

THANK YOU, Broccoli Bob!