

## Crop Update : Week Ending 10/24/15

**We will not load berries in the nose or tail of trucks**  
**Cold chain management is crucial-Keep trucks at 32-33 degrees**

Contact your sales rep for best loading location  
 Florida (pre-planned orders only)

	Production and Distribution	Availability	Quality/Weather
<b>Strawberries</b>	<b>Production Regions</b> Watsonville/Salinas Santa Maria Oxnard Central Mexico  <b>Distribution Centers</b> Watsonville/Salinas Santa Maria Oxnard McAllen Florida	<ul style="list-style-type: none"> <li>◆ Watsonville/Salinas is forecasted to conclude production in 2-3 weeks</li> <li>◆ Florida will begin production by end of November</li> <li>◆ Availability will begin to diminish as major growing regions conclude and down trend production</li> <li>◆ Organics production has fallen below forecasts as Santa Maria production is down trending faster than expected</li> <li>◆ McAllen is ready for distribution and an update on Yuma will be provided next week</li> </ul>	<ul style="list-style-type: none"> <li>◆ Oxnard experienced record heat last week which increased quality issues. Weather is forecasted to be more favorable for quality this week.</li> <li>◆ We are reviewing quality specs and working with growers to identify potential areas of improvement</li> </ul>
	<b>Production and Distribution</b> <b>Production Regions</b> Watsonville/Salinas Santa Maria Oxnard Baja Central Mexico <b>Distribution Centers</b> Watsonville/Salinas Santa Maria Oxnard McAllen Florida	<ul style="list-style-type: none"> <li>◆ Production will be forecasted to peak over the next 4 weeks and will remain strong through December for both conventional and organic</li> <li>◆ Oxnard and Central Mexico are forecasted to be top producing regions</li> <li>◆ Oxnard will be the top producing region for organics through December</li> </ul>	<ul style="list-style-type: none"> <li>◆ Oxnard production was also affected by the high heat, but more favorable weather is expected to yield better quality</li> <li>◆ Overall raspberry will be strong through the peak</li> </ul>
<b>Blackberries</b>	<b>Production and Distribution</b> <b>Production Regions</b> Santa Maria Oxnard Central Mexico  <b>Distribution Centers</b> Santa Maria Oxnard McAllen Florida	<ul style="list-style-type: none"> <li>◆ Watsonville/Salinas is experiencing end of season production levels</li> <li>◆ Central Mexico blackberries are arriving into Oxnard multiple times a week</li> <li>◆ Central Mexico will start increasing its supply significantly by early November</li> <li>◆ Organic availability will continue to be light through a large part of November</li> <li>◆ We will see a slow start to availability next week as Central Mexico is expecting significant rain</li> </ul>	<ul style="list-style-type: none"> <li>◆ Central Mexico is expecting significant precipitation at the end of the week which will impede harvesting and logistics</li> <li>◆ Majority of production in Central Mexico is hooped and it is unclear the affect that the rain will have on quality, but the logistical challenges will still cause supply disruptions</li> </ul>
	<b>Production and Distribution</b> <b>Production Regions</b> California Baja Central Mexico Argentina Chile  <b>Distribution Centers</b> Oxnard McAllen Florida	<ul style="list-style-type: none"> <li>◆ Central Mexico production is arriving into Oxnard and will provide the best availability</li> <li>◆ Supply is starting to increase with production from Mexico coming into play</li> <li>◆ Mexico will ramp supply through November</li> <li>◆ Argentina will supply Florida for the next several weeks</li> <li>◆ Watsonville/Salinas will not have availability as Central Mexico production goes into Oxnard</li> </ul>	<ul style="list-style-type: none"> <li>◆ Production from Argentina was affected by rain and could experience quality challenges</li> <li>◆ Central Mexico production is expected to have great quality and flavor</li> </ul>