



Market Report:

Date: 7/5/10

Re: **Western Region Outlook**

Western Region Outlook

A change in the weather pattern in California is forecast over the next week or so. After a cold and moist spring the Salinas Valley is now expecting a drastic warm up in the near and mid term forecasts. Temperatures approaching triple digits are expected in the interior regions with upper 70s expected near the coast. While the warm up is a welcome relief from previous weather patterns this spring it will bring another set of challenges for growers throughout the state. Mold and mildew problems are sure to rise given the warm temperatures along with fringe/tip burn and of course insect activity. Other potential problems include growth crack and burst due to rapid growth along with sun burn/discoloration. On a positive note yields, head size and carton weights will be on the rise and growers will begin to come into line as far as harvest schedules are concerned. The question that remains is how hot it will get and how the crops will come through the heat wave.

Bottom line is that supplies, quality and shelf life will likely remain problematic in the near term possibly well beyond. Future weather patterns will play a crucial role as to how these stands recover throughout the Western growing regions.

Market new is compiled of information from print and the internet. Sources may include ProAct, The Produce News, The Packer, etc.