

CHURCH BROTHERS FARMS
25th Anniversary
Weekly Market Report

It's Transition Week!



Twice a year, we relocate our processing plant 500 miles between San Juan Bautista, CA, and Yuma, AZ, and rebuild it in just 58 hours! This ensures our customers have access to the freshest products all year long. This week, we're heading to the desert—watch our 1-minute video to see how we relocate.

[Watch now](#)

THANKSGIVING 2024 HOLIDAY HOURS

	SALES OFFICE (800) 799-9475	APPOINTMENT LOADING (800) 799-9476	LOADING DOCK HOURS		
			YUMA #2	6 th STREET COOLING HOLTVILLE	FRESH HOUSE PHARR, TEXAS
11/27 WEDNESDAY	6:30am-1pm	7am-10pm	Regular Hours: 8am-2am	8am-9pm	9am-3pm
11/28 THURSDAY	CLOSED	CLOSED	CLOSED	CLOSED	CLOSED
11/29 FRIDAY	6:30am-1pm	7am-10pm	Regular Hours: 8am-2am	8am-9pm	9am-2am

During the Holidays, we ask that you pre-book as many orders as possible. Pre-books allow our production department and processing plant to plan ahead for supplies during the shortened work week.

FALL 2024 TRANSITION SCHEDULE: CROPS & SALAD PLANT

	Finish Salinas	Start Huron	End Huron	Start Desert
LETTUCE	11/12	10/16	11/09	11/01
GREEN LEAF	11/16			11/18
ROMAINE	11/16			10/30
BROCCOLI	11/29			11/16
CAULIFLOWER	11/25			11/25
MINI ROMAINE	11/16			11/18
TRUE LEAF PROCESSED ITEMS	11/16			11/18 (YUMA)

PLEASE PLACE REGULAR ORDERS AS EARLY AS POSSIBLE FOR SHIPPING WEEK 11/11/24
Be sure and place all your VA orders this week for 11/11 shipping week. 11/11 is our final shipping week for VA processed items.

Yuma shipping starts Monday 11/18

Be sure to place orders by 11/15

PLANT MOVE: NOV 14-16

If you have any questions please call your Church Brothers Sales Rep, 800-799-9475.

All harvest dates are subject to change depending on inclement weather patterns and how it may affect the crops



Weather

It rained in Salinas on Monday but the rest of the week will be mild weather with cold mornings. The desert will be in the high 60's to low 80's.

Salinas, CA 56-63°; 39-46°

SJB, CA 58-63°; 38-47°

Yuma, AZ 66-81°; 46-50°

NYC, NY 51-67°; 34-54°

Quality

Quality is better in the desert, but the weights are very light.

Forecast

We are moving the plant on Thursday to Yuma, so we need to have all orders in our system to know what to produce at our plant.

DIRECT FIELD PACK COMMODITIES



ICEBERG

DEMAND



good

SUPPLY



fair-good

QUALITY



good



GREEN LEAF



CELERY



Iceberg: Lettuce supplies are on budget, but being in Yuma only, it is putting us behind in the cold box. We are transferring daily to cover mixers in Salinas and cannot get ahead for service levels. The good news is the Mix Dock will be open next Monday, 11/18 and we will not need to shuttle any more. The industry overall seems to be short on supplies due to multiple issues. The forecast is for steady to possibly higher prices by the end of the week. Anticipate triggers on both cartons and value-added items.

Green Leaf: Production in the Salinas Valley continues to be light. Supplies continue to decrease as transition to Yuma region is just weeks away. Overall quality is fair at best. Current market is trending stronger with good demand.

Celery: Supplies remain good and we are well positioned for holiday business. Quality is fair to good with some occasional heat related issues. Pre-booking for holiday business is strongly recommended.



GREEN ONIONS





ROMAINE



ROMAINE HEARTS



We're expecting better supplies for the next 3 weeks as temperatures start to cool down in Northern Mexico.

Production on Romaine and Romaine Hearts is starting in Yuma and quality is fair. Defects are twisting and ribby leaves, mostly due to the recent hot weather. The market is showing strength, and demand is good. Supplies will continue to be a challenge through Thanksgiving.



CAULIFLOWER



Cauliflower supplies are expected to be at budget this week.



SWEET BABY CAULIFLOWER



Quality, texture, color and sizing of this item is in a category all its own. Ask your Church Brothers sales representative for more information about this versatile on trend item!



BROCCOLI





SWEET BABY BROCCOLI



BRUSSELS SPROUTS



Broccoli: Supplies are light this week.

Sweet Baby Broccoli: Quality is good.

Brussels Sprouts: Total available volume again remains strong for this week and the market tone should show signs of improvement in advance of the holiday. Product quality is showing signs of improvement but some mildew stain and rough/elongated seed stem is evident.



GREEN CABBAGE



Supplies are limited this week and will be for the balance of the season. Demand remains strong and quality is good.



RED CABBAGE



Supplies are fair and quality is good this week.



NAPA CABBAGE



We are still seeing some very light insect pressure in the heads. Overall, quality has continued to improve as we get towards the end of the season which will be November 22. We will start in the desert on Monday, November 25.



***Baby Romaine,
from Salinas, Ca***



***Broccoli,
from Salinas, CA***



***Romaine Hearts,
from Salinas, CA***



BUTTER LETTUCE



Production in Salinas Valley is light and overall quality is fair at best. The Salinas season is winding down and Yuma region just a few weeks out. Demand is good and markets are strong.



LITTLE GEM LETTUCE



Northern supplies will begin to taper off for the coming week but no significant shortages in volume are anticipated. Demand is expected to remain strong in the wake of advancing lettuce and romaine markets. Quality is good but some russet spotting is noted.





BABY ROMAINE

TUSCAN SALADS FARMER'S SELECTION

BOK CHOY



Production in the Salinas Valley is steady. Overall quality is fair with strong demand. Consult with your Church Brothers Farms sales representative to gain more information on this versatile product.



The supply picture for the week looks to be normal to slightly below budget but no issues with fill rates are expected. Quality is good.



We are in the final stretch of the Salinas season. Quality is good and supplies will remain steady through the end of the week. We will start in the desert Monday, November 25.



KALE

DEMAND



good

SUPPLY



good

QUALITY



good

Kale supplies are expected to be at budget this week.



CILANTRO

DEMAND



good

SUPPLY



good

QUALITY



good

Supplies are expected to be plentiful this week with opportunity for promotion.



ITALIAN PARSLEY



Supplies and quality are good this week.



PARSLEY



Supplies and quality are fair this week. This will continue for the remainder of the season.

CENTRAL MEXICO MIXED VEGGIES



Our items are available loading out of Fresh House Cold Storage in Pharr, TX.
Please contact your CB Sales rep for real-time availability.



CHEF READY PEPPERS

GREEN BELL PEPPERS

12 lb Liner, 24 lb Liner, 48 lb Bulk Pack

RED BELL PEPPERS

12 lb Liner, 24 lb Bulk Pack

Supplies are light on Greens for the next 2-3 weeks and we are out of Reds.



BROCCOLI

ICED & ICELESS

Supplies are light this week.

FLORETS

Supplies are light in Central Mexico.

VALUE ADDED • READY TO USE



TENDER LEAF [See our full tender leaf line >](#)



ARUGULA

DEMAND



good

SUPPLY



fair

QUALITY



fair

Supplies and quality are fair this week.



BABY KALE BLEND

DEMAND



good

SUPPLY



fair

QUALITY



fair

Supplies and quality are fair this week.



SPINACH

DEMAND



good

SUPPLY



fair

QUALITY



fair

Supplies and quality are fair this week.



SPRING MIX



Supplies and quality are fair this week.



TUSCAN SALADS - THE ORIGINAL



Supplies and quality are fair this week.



ITEM OF THE WEEK:
Kale

Bunched Kale offers various options to serve whether raw, sautéed as a side dish, or in smoothies!

[Learn More >](#)



WHOLE LEAVES

[See our full whole leaf line >](#)





GREEN LEAF

ROMAINE

READY LEAF

BURGER & SANDWICH LEAF



FRESH CUT

[See our full fresh cut line >](#)



VA CABBAGE

DEMAND SUPPLY QUALITY
+ + +
good fair fair



VA LETTUCE

DEMAND SUPPLY QUALITY
+ + +
good fair fair



VA ROMAINE

DEMAND SUPPLY QUALITY
+ + +
good fair fair



VA KALE

DEMAND SUPPLY QUALITY
+ + +
good fair fair

FLORETS

[See our floret offerings >](#)

MINI BROCCOLI FLORETS



Supplies are light this week.

BROCCOLI FLORETS



Supplies are light this week.



CAULI FLORETS



VA cauliflower supplies are expected to be at budget this week.

MINI CAULI FLORETS



VA cauliflower supplies are expected to be at budget this week.

FRESH HERBS

[See our fresh herb selection >](#)



CILANTRO

PARSLEY



Supplies and quality are fair this week.

Supplies and quality are poor this week.

ORGANICS

[See our organic offerings >](#)



**ORGANIC ARUGULA
ORGANIC SPINACH
ORGANIC SPRING MIX**

DEMAND	SUPPLY	QUALITY
 good	 fair	 fair
 good	 fair	 fair
 good	 fair	 fair

Supplies and quality are fair this week.

Supplies and quality are fair this week.

Supplies and quality are fair this week.