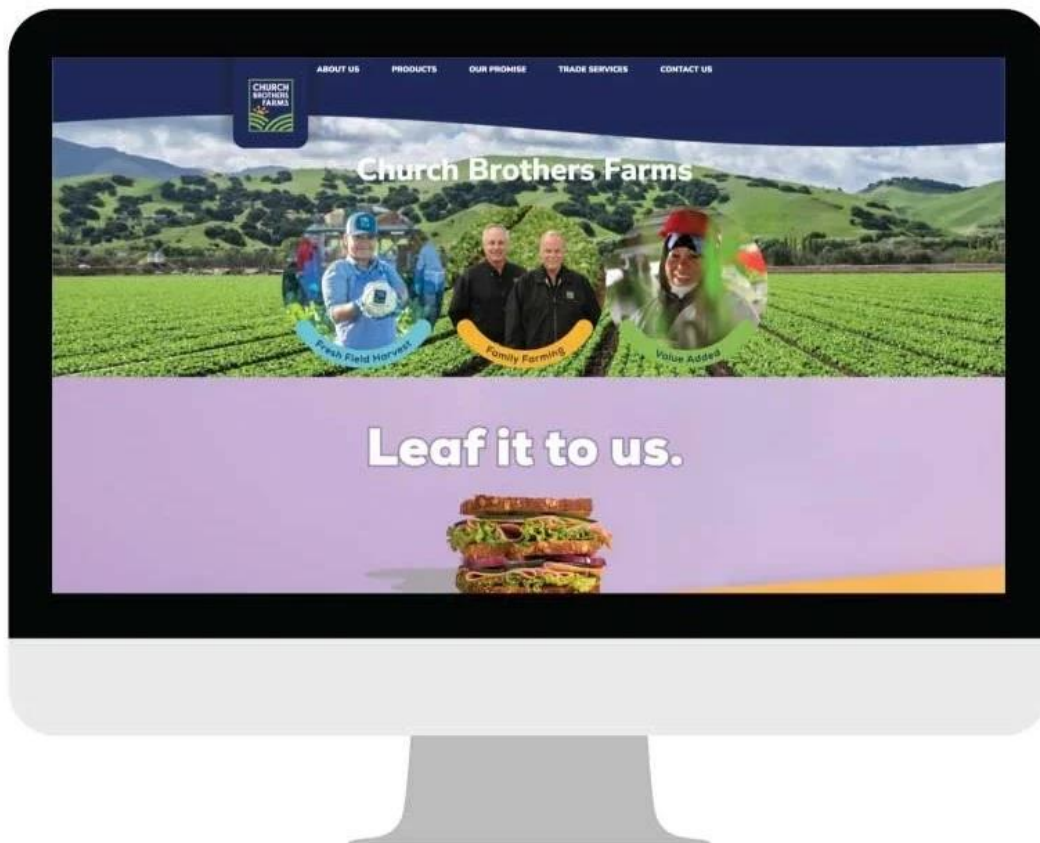




Weekly Market Report

DID YOU KNOW?



Our website is packed with exciting details about who we are, product information, videos, and much more. Explore it today!

[Click here](#)



Weather

It will be cooler than last week with highs of 71 in Salinas and 89 in King City.

Salinas, CA 67-71° 50-53°

SJB, CA 69-73° 50-53°

King City, CA 82-89° 52-56°

NYC, NY 77-84° 63-69°

Quality

The quality is fair to good with continuous minor issues.

Forecast

There will be a rebound this week as more schools are starting up.

DIRECT FIELD PACK COMMODITIES





ICEBERG

DEMAND



good

SUPPLY



fair

QUALITY



good



GREEN LEAF

DEMAND



good

SUPPLY



fair

QUALITY



good



CELERY



Iceberg: The estimate for cartons has gone down as well as yields and pounds per acre. Quality continues to be steady. As supplies decline, demand is rising. It is a combination of school business and demand from the Northeast, as local growing areas are affected by the recent storms. The market has had a wide range, but we expect a tighter range with higher prices.

Green Leaf: Production in Salinas Valley is steady. Sizing is trending smaller and weights are slightly lighter, but overall quality is good. Current markets are steady and demand is good.

Celery: For Salinas., quality is fair to good with some heat related issues. Harvest numbers are slightly below budget.



GREEN ONIONS





ROMAINE



ROMAINE HEARTS



Due to high heat and humidity the past 8 weeks in northern Mexico, the industry is seeing lighter supplies this week. The market will continue to climb throughout the balance of August. We typically see \$25 to \$35 pricing in August due to climate change.

Romaine and Romaine Hearts production is steady. Current quality is fair. Product is slightly dehydrated from high heat, and there is light fringe burn on carton Romaine. Markets and demand are good.



CAULIFLOWER



Cauliflower supplies are expected to be on the lighter side this week.



SWEET BABY CAULIFLOWER



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



BROCCOLI

DEMAND



SUPPLY



QUALITY



SWEET BABY BROCCOLI

DEMAND



SUPPLY



QUALITY



BRUSSELS SPROUTS



Broccoli: Supplies are steady this week.

Sweet Baby Broccoli: Quality is good.

Brussels Sprouts: Expect to see much improved availability due to increased production and more acreage coming online. The open market will likely be on the retreat as volume increases. There should be extra capacity in both VA and bulk pack categories for promotion.



GREEN CABBAGE



Supplies and quality are good this week.



RED CABBAGE



Supplies and quality are good this week.



NAPA CABBAGE



We are looking at a potential supply gap with one of our two growers the week of August 26. Our second grower has been dealing with quality issues but is anticipating to be into a new field the week of August 19. This should allow us to remain steady with decent supply and quality until both growers are back in full and healthy fields.



***Baby Romaine,
from Salinas, CA***



***Cauliflower,
from Salinas, CA***



Iceberg,

from Salinas, CA



BUTTER LETTUCE



Production in Salinas Valley is steady. Overall quality is good. Demand is fair and markets are steady.



LITTLE GEM LETTUCE



Expect to see another strong production week with excellent supplies and quality; promotional volume is available---call for details.



BABY ROMAINE

TUSCAN SALADS FARMER'S SELECTION

BOK CHOY



Production in Salinas Valley is steady. Overall quality is good with strong demand. Consult with your

Church Brothers Farms sales representative to gain more information on this versatile product.



Supplies look to be below budget for the coming 1-2 weeks. Overall quality is good but yields are down due to some seeder issues.



We are looking at a potential supply gap with one of our two growers the week of August 19th with a full week of gap and back in on August 26. We hope the quality with our secondary grower continues to stay consistent enough to pack good quality.



KALE



Kale supplies are expected to be plentiful this week. Opportunity for promotion.



CILANTRO



Cilantro supplies are expected to be plentiful this week. Opportunity for promotion.



ITALIAN PARSLEY



Quality is good and supplies are fair this week.



PARSLEY



Quality is good and supplies are fair this week.

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 and quality are good.



BROCCOLI

ICED & ICELESS

Supplies are steady this week.

FLORETS

No supplies in Central Mexico.

VALUE ADDED • READY TO USE



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



ARUGULA



Supplies are good while quality is fair this week.



BABY KALE BLEND



Supplies and quality are good this week.



SPINACH

DEMAND



good

SUPPLY



good

QUALITY



good

Supplies and quality are good this week.



SPRING MIX

DEMAND



good

SUPPLY



good

QUALITY



good

Supplies and quality are good this week.



TUSCAN SALADS - THE ORIGINAL

DEMAND



good

SUPPLY



good

QUALITY



good

Supplies and quality are good this week.



ITEM OF THE WEEK:

Ready Leaf

Our Ready Leaf was developed to frame a burger bun or sandwich with just the right amount of green frill and sweet flavor.

[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



VA LETTUCE





VA ROMAINE



VA KALE



FLORETS

[See our floret offerings >](#)

MINI BROCCOLI FLORETS



Supplies are steady this week.

BROCCOLI FLORETS



Supplies are steady this week.



CAULI FLORETS



VA cauliflower supplies are expected to be on the lighter side this week.

MINI CAULI FLORETS



VA cauliflower supplies are expected to be on the lighter side this week.

FRESH HERBS

[See our fresh herb selection >](#)



CILANTRO

PARSLEY



Supplies are good while quality is fair this week.

Supplies and quality are poor this week.

ORGANICS

[See our organic offerings >](#)



ORGANIC ARUGULA

ORGANIC SPINACH

ORGANIC SPRING MIX



Supplies are good while quality is fair this week.

Supplies and quality are good this week.

Supplies and quality are good this week.