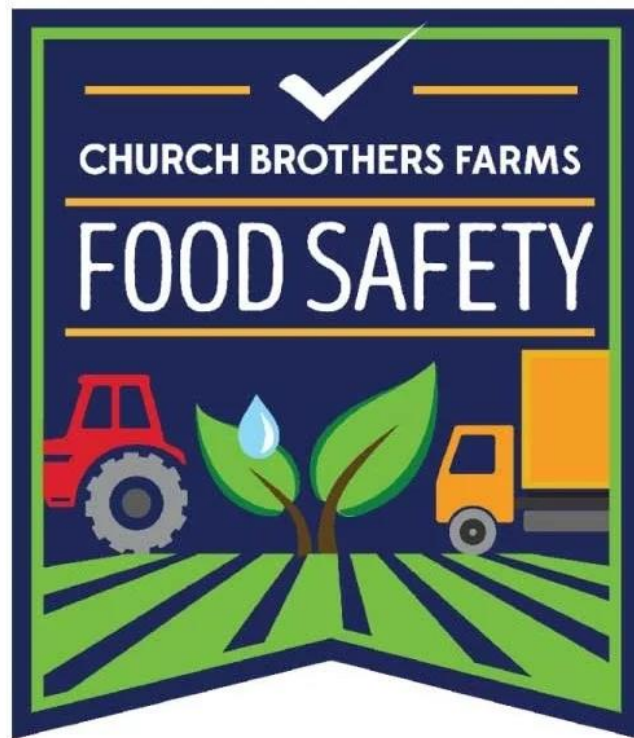




Weekly Market Report

FOOD SAFETY = OUR TOP PRIORITY



Food Safety is the starting point and foundation of everything we do. Our ranches and facilities adhere to the highest food safety standards, and we utilize cloud-based technology to give us direct access and full transparency over the supply chain. We have pioneered industry leading traceability and quality systems to keep our customers safe.

[Learn More](#)



— Your —
ONE-STOP SHOP
♦♦♦ *Just Got Better* ♦♦♦

NEW SHIPPING LOCATION

1230 Hansen Street, Salinas, CA 93901

Appointments: 800-799-9476

Important Info:

- Call the Appointment line as usual. Note there is limited long term truck parking at 1230 Hansen
- Dispatch will call with loading door assignment
- Confirm at dispatch window pickup number and dock door

Recommended Waiting Locations:

- Love's Travel Stop, 1264 De La Torre Street, 831-500-6979
- Pilot Travel Center, 951 Work Street, 831-775-0380



***Please confirm your exact pick up location with your CB sales rep**



Weather

Warmer weather and no rain for the desert. Salinas will be cool with rain Thursday. The East will continue to be warmer as we approach Spring.

Salinas, CA 55-64°; 39-45°

Yuma, AZ 74-86°; 48-56°

NYC, NY 48-60°; 37-43°

Quality

We are forecasting fair to good quality throughout the week. Even though there has been no ice, epidermal peel is still present in the lettuces.

Forecast

With Spring weather approaching, demand should stay steady to possibly better. Markets should get better on Iceberg and Romaine with budgeted supplies. Four weeks to the move and a couple of weeks before we start Cauliflower and Romaine in Salinas.

DIRECT FIELD PACK COMMODITIES



ICEBERG



GREEN LEAF



CELERY



Iceberg: We have finished in Imperial Valley and will continue in Yuma through the end of the season. The last week of Yuma is April 14th, with Salinas scheduled to start around April 7th. The market stair stepped up last week due to

an increase in demand and slightly lower supplies. This week the forecast is for steady to slightly higher prices depending on industry supplies.

Green Leaf: Production in Imperial Valley is steady. Overall quality is good, with the current market trending higher with good demand.

Celery: Supplies and quality are good this week. Market continues to be steady.



GREEN ONIONS



ROMAINE



ROMAINE HEARTS



We have very good supplies for the next two weeks.

Romaine and Romaine Hearts are in full harvest in Yuma. We are still experiencing light blister in the plants from previous cold weather. We are hitting springtime with warmer weather now and insect pressure is very active. The market is trending higher with increased demand.



CAULIFLOWER



Cauliflower supplies are expected to be at budgeted numbers this week. Overall quality continues to be good, however we are seeing some occasional off-color heads.



SWEET BABY CAULIFLOWER



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



BROCCOLI

DEMAND



SUPPLY



QUALITY



SWEET BABY BROCCOLI

DEMAND



SUPPLY



QUALITY



BRUSSELS SPROUTS

DEMAND



SUPPLY



QUALITY



Broccoli: Supplies are good this week.

Sweet Baby Broccoli: Quality is good.

Brussels Sprouts: Both domestic and Mexican supplies remain strong and there is no expected change in the total volume outlook for the industry. Both bulk and VA categories are still great options for promotion. Overall quality is very good; some occasional insect injury is present in the domestic crop; Mexico crop is showing good condition but some elongated seed core/stem.



GREEN CABBAGE



Supplies and quality are good this week. Market is up slightly.



RED CABBAGE



Supplies and quality are good this week. Market is up slightly.



NAPA CABBAGE

DEMAND



good

SUPPLY



poor

QUALITY



fair

Weather has pushed the crop further but we will not be back to regular supply until we finish the Winter pull and get back up to Salinas.





BUTTER LETTUCE

DEMAND



good

SUPPLY



good

QUALITY



good

Production in Yuma is steady. Good quality and size profile. Demand is good and the market is trending higher.



LITTLE GEM LETTUCE



There will likely be a drop in production volume in the next 2 weeks that may be impactful as soon as this week. Some quality issues continue to be present including rib discoloration from thrip damage. Off quality will lower yields and reduce total volume. Pre-booking is strongly recommended. Production in Salinas will begin the week of 3/24.



PETITE ROMAINE

TUSCAN SALADS FARMER'S SELECTION

BOK CHOY



Production in Imperial Valley is steady. Demand continues to be good. Consult with your Church Brothers Farms sales representative to gain more information on this versatile product.



Similar to the gem category, quality is declining as we approach the conclusion of the desert season. Production capacity is expected to be down for the week. Salinas acreage will commence the week of 3/24.



Supplies and quality are good out of Yuma. Bok Choy sales are slow but steady.



KALE



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



CILANTRO



Cilantro supplies are expected to be at budgeted numbers this week. Quality has improved with occasional signs of freeze damage.



ITALIAN PARSLEY



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



PARSLEY



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

CENTRAL MEXICO MIXED VEGGIES





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 steady on greens and out of reds.



BROCCOLI

ICED & ICELESS

Supplies are lighter this week

FLORETS

Supplies are lighter this week.

VALUE ADDED • READY TO USE



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



ARUGULA

DEMAND



good

SUPPLY



fair

QUALITY



fair



BABY KALE BLEND

DEMAND



good

SUPPLY



fair

QUALITY



fair



SPINACH



SPRING MIX



TUSCAN SALADS - THE ORIGINAL



WHOLE LEAVES

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



GREEN LEAF

ROMAINE

READY LEAF

BURGER & SANDWICH LEAF

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

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



VA CABBAGE

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



VA LETTUCE

DEMAND  good	SUPPLY  good	QUALITY  good
---	---	--



VA ROMAINE



VA KALE



FLORETS

[See our floret offerings >](#)

MINI BROCCOLI FLORETS



Supplies are lighter this week.

BROCCOLI FLORETS



Supplies are lighter this week.



CAULI FLORETS

DEMAND



fair-
good

SUPPLY



good

QUALITY



fair-
good

Supplies are expected to be plentiful this week. Opportunity for promotion.

MINI CAULI FLORETS

DEMAND



fair-
good

SUPPLY



good

QUALITY



fair-
good

Supplies are expected to be plentiful this week. Opportunity for promotion.

FRESH HERBS

[See our fresh herb selection >](#)



CILANTRO

PARSLEY

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

Supplies and quality are fair this week.

Supplies and quality are fair this week.

ORGANICS

[See our organic offerings >](#)



**ORGANIC ARUGULA
ORGANIC SPINACH
ORGANIC SPRING MIX**

DEMAND	SUPPLY	QUALITY
		
fair	good	fair

DEMAND	SUPPLY	QUALITY
		
fair	good	fair

DEMAND	SUPPLY	QUALITY
		
fair	good	good

Supplies are good and quality is fair this week.

Supplies are good and quality is fair this week.

Supplies and quality are good this week.