



Nasiff Fruit Company

Wholesale Distributor of Fresh Fruits & Produce Since 1929

Toll (800) 382-8797 | Phone (508) 672-4292 | Fax (508) 677-4290 | www.nasiffproduce.com

Warehouse: 538 Plymouth Avenue, Fall River, MA 02721

Remittance Address: P.O. Box 1772, Fall River, MA 02722

Market Outlook

Week of 3/8/11

Freeze damage that our growing areas have suffered over the last few months is still affecting the quality, availability and pricing of produce as we move into the second week of March.

CALIFORNIA LETTUCES:

- * Iceberg is still short in supply. Pricing will remain higher until harvesting moves to the Salinas growing area, which is still weeks away.
- * Romaine products are being shipped "as is" with shippers being quoted as saying "Please do not order this product knowing it will not work for your operations upon arrival." This week, this is shortest of all commodities with romaine filets being virtually non-existent. Romaine hearts are also in short supply.
- * All Processed lettuce items are difficult to come by including salad mixes of all types.
- * Broccoli and cauliflower prices are on the rise as well.
- * Anise, which has been very hard to come by, will be available this week. Pricing will be on the high side.

VEGETABLES FROM MEXICO:

- * Eggplant is by far the most scarce. In the last 5 days, there has been none available at the farms. We may be out for the week. Pricing is soaring well above \$55.00 a box for what is available.
- * Zucchini squash is the next tightest item, priced very high with just OK quality. Yellow squash is several dollars cheaper.
- * Green and Red Peppers are cheaper in price for this week.
- * Tomatoes are also less (excluding grape tomato). Plum and cherry varieties are by far the lowest priced and best value.

OUTLOOK FOR THE WEEKS AHEAD:

Going forward it will be a roller coaster ride of price, availability and quality. We are working overtime in procuring enough supplies to cover demand. Additionally, we are trying to inspect every carton that comes through our warehouse to make sure we are getting the best possible product at these exorbitant prices.

Please don't hesitate to contact us with any questions or concerns you may have.