

# NEWSLETTER

May 24<sup>th</sup>, 2010

## Welcome To Marin Produce's First Newsletter!

Hello, everyone. Many of our customers have been asking us to provide them with more news and updates on product availability, prices and general information. You have been very patient with us and we are finally there.

Several months ago we sent out customer surveys, and I would like to start by thanking everyone who took the time to fill these out and send them back to us. I know this was time-consuming and we appreciate your input. We have taken your ideas and comments and tried to create an informative newsletter and web site. We hope these two together will provide you with all the information you need on what is fresh, what is coming into season, where prices are heading and things you did not know we could get for you.

Both the web site and the newsletter will be continually updated so be sure to check back often. Think of these as your own produce information services. Plus, if there is something you want to see, email us at [info@marinproducecompany.com](mailto:info@marinproducecompany.com). We will try to incorporate it. Any input you care to give is appreciated.

This will be a monthly newsletter. We know some companies send these out weekly, but we really don't think the produce world changes all that much week to week. If you want this newsletter emailed to you, go to our web site (listed below) and under Stay in Touch, click the newsletter sign up, fill in the info and you will continue to get it. If you are receiving this via email, you are already signed up.

## Web Site Info

Our Web site is [www.marinproducecompany.com](http://www.marinproducecompany.com). The area of the web site that will interest most of our customers is the What's Fresh Section. This is a compilation of all the relevant produce information that has been added to the web site. If you want to see only specific information, just click on the following:

Weekly Specials- This shows you what items we have attractively priced for that week. Check it out now to see what is on special the week of May 24<sup>th</sup>.

What's in Season- This is a continually update section providing information on what is coming into season and what may be going out of season.

Latest Offerings- Did you know we can get edible flowers? Dried nuts and fruit? Dried Chillies? Baby mixed Lettuce? Latest Offerings is the section of our web site that will bring you information on items you may not know we carry, or that we can get for you.

Helpful Tips- Help us help you. This area will provide information to help in your order process to ensure you get what you want when you want it.

## N E W S L E T T E R

## MEMORIAL DAY SCHEDULE

**Please note:**

We will be closed Monday, May 31<sup>st</sup> in observance of Memorial Day. We will be making deliveries to West Marin (Stinson, Bolinas, Point Reyes, Tomales, Nicasio, etc.) Tuesday, May 25<sup>th</sup> and Thursday, May 27<sup>th</sup> of this week.

## Market Update

Wow- It has been a wild ride the past few months. I don't think I have ever seen as many price spikes as we had this past winter. Tomatoes, lettuces, bell peppers and onions all saw extreme price swings. Normally, we may see price spikes on one of these at any given time, but this past winter was brutal. We know this was tough for a lot of our customers, and we reduced our margins significantly in order to help. So where are we now?

We are at the inflection point right between Spring, when prices begin to come down and Summer, when the prices hit their lowest levels. Prices on tomatoes have come off quite a bit since the Florida freeze sent them through the roof. Florida lost 85% of its tomato and bell pepper crop. The tomato prices will come down quite a bit this week. Onions have come down substantially from their high point, but still have a way to go before prices are back to normal. This should take another 3 to 4 weeks as the local production begins to ramp up.

Most of the leaf vegetable and items like broccoli, celery, cauliflower, etc. are beginning to come out of Salinas and this should reduce prices further. Overall, due to the colder than usual weather and rains, expect prices to move down more slowly than usual. As we move into summer (June and July) and it heats up, prices will continue to move down.

## What's In Season?



Peaches, Nectarines and Apricots are starting to come in strong. Both yellow and white varieties are available. The quality is up and the prices are down from a week ago. We should continue to see prices drop as production kicks in.

Melons: California cantaloupes and honeydews start next week. Mixed melons- Galia, Orangeflesh and Juan Canary should start in two weeks.