



CROP REPORT

6.16.20

Valued Customers:

We hope this finds you and yours healthy and well and excited about the prospects of a new season! We at NJFC are optimistic and fully focused on operating more efficiently, more safely and always with our customers' best interests in mind. This includes our never ending search for the finest quality CA tomatoes and Pacific Northwest fruit. Our tons are booked and our growers have done a great job readying us for pack. As we approach the harvests, the rest is up to Mother Nature.



California Tomatoes:

Early tomatoes have begun their 'run to red' and we anticipate starting organic harvest in Kern County around 7/5 with Fresno County just a few days behind. Depending on what the weather brings over the next several days, we are likely just 3-4 short weeks away from our pack start.

Despite some early hail/rain damage, most fields have recovered nicely and only light areas of spotted wilt virus. At this point, growers should have no problem hitting shipping targets.

Overall, the crop appears to be in the very average range, with good yields, and no 'shorts' or 'bumper aspirations' despite the early hail and rain damage. Temperatures to date are tracking very close to the 15-year average.

Production acres have been estimated at 235,000 and early projections are in the 11.5-11.8 MM ton range. All of these actions should contribute to a very balanced supply/demand situation for the 20/21 season.

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CROP REPORT

If you haven't contracted or placed bookings by now, we strongly encourage you to get with your salesperson ASAP to ensure you're covered! We'll always do our best to accommodate, but we're coming down to the wire!

Northwest Sweet Cherries: The top photo to the right show trees at the Treaty Oak ranch in The Dalles, OR. These Royal Ann's are about 2-3 weeks from perfection. Bings and Vans appear to be on the same timeline.

The second photo (below) is from Yakima Valley. There have been some recent rain showers in the area the past couple of weeks, so the orchards have brought in helicopters to move some of that moisture off the fruit to help avoid splits.

We sell heavy syrup, light syrup, juice pack, retail and foodservice sizes. We also supply ingredients and juice concentrates.



Northwest Cranberries: We are a little early yet for cranberries, but the Bandon, Oregon crop looks good so far. Central Wisconsin is also on track, but Northern Wisconsin appears to have some winter damage.

We have ready inventory of both conventional and organic jelly and whole berry sauces, not to mention juice concentrates, ready to ship!



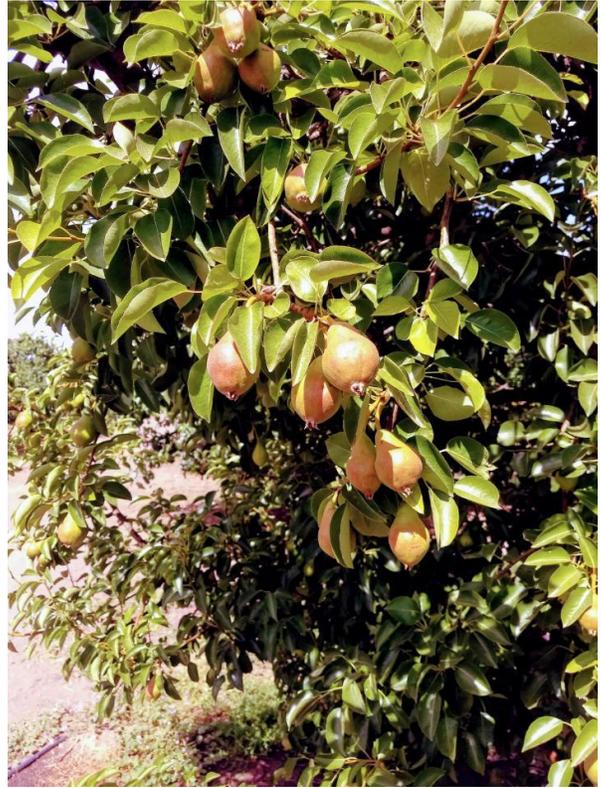


CROP REPORT

Pacific Northwest Bartlett Pears:

As for Pears, we've seen things slow down a bit due to the weather. The moisture is not ideal as Fire Blight is a concern with these conditions. The overall crop looks average despite some late frost in the lower Yakima Valley. Additionally, some fresh blocks were hit with some hail in the Hood River area. All in all, we expect to see improved sizing from last year.

We will likely see harvest in our earliest blocks the first week of August. NW Processors expect 75-85K tons this year, and we're hearing about 65k tons from California processors. Seneca has ceased packing canned pears which should serve to further balance supply and demand.



Pacific Northwest Purple Plums:

Sweet and nutritious, we are taking bookings and contracts for 2020 pack fruit and anticipate packing these at peak of ripeness in September. Available in Extra Light Syrup or Juice pack, whole or halves, retail 24/15 oz. or foodservice 6/10.

Juice Concentrates and Purees:

NJFC produces a wide variety of concentrates, purees, essences and pomaces, all derived from Northwest fruit. These include apple, blueberry, raspberry, marionberry, elderberry, and of course, cranberry, high PAC cranberry, pear, plum and cherry. We are a leading supplier for several nationally recognized branded juices, ice creams, confectionaries, and nutraceuticals. We also proudly supply to cider, seltzer, and craft beer producers and routinely engage in custom formulation work.



CROP REPORT

COSTS:

Though discussions have been active, Processors, California Tomato Growers and Northwest Pear Growers have yet to agree on price per ton for the 2020 crop. We are still awaiting component and packaging costs from our suppliers.

All food producers are experiencing increasing costs due to Virus Expenses. PPEs, plant safety line modifications, testing, employee distancing, federal and state regulatory compliance have all driven costs upward. Many hotels and even some restaurants are now adding a COVID service charge of between 4 and 26%!

<https://www.wsj.com/articles/food-companies-adjust-to-operating-with-coronavirus-costs-11591534800>

<https://abc7.com/coronavirus-covid-19-surcharges-business/6239451/>

<https://thepointsguy.com/news/covid-19-travel-surcharges/>

Sincerely,

Jon

Jon K. Holt
Sales & Marketing Director