

Week Ending January 28, 2012

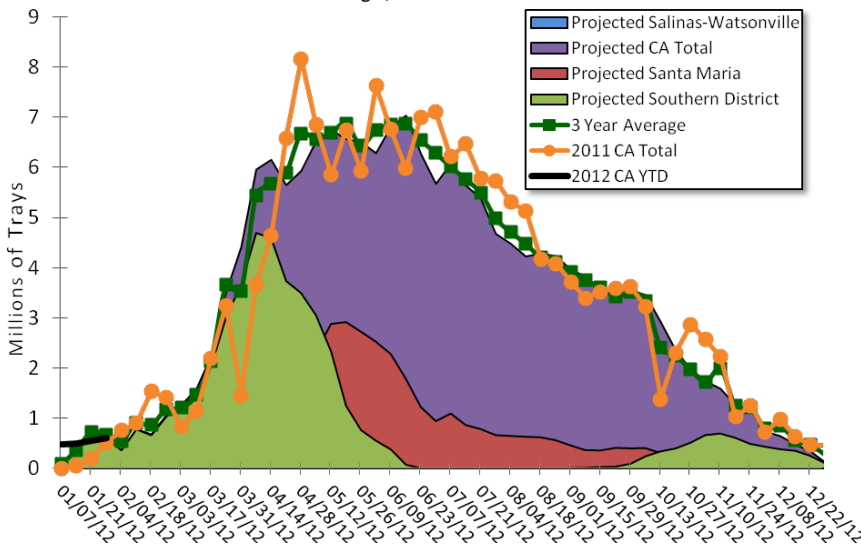
Fresh Shipments

Volume Number 2

	2012		2011		2010		
Districts	Crates to Date	Crates to Date	Total	% to Date	Crates to Date	Total	% to Date
OC/SD/Coachella	367,545	249,806	4,437,067	5.6	358,354	3,705,662	9.7
Oxnard	1,748,002	522,368	43,662,040	1.2	1,759,284	44,587,973	3.9
Southern CA Total	2,115,547	772,174	48,099,107	1.6	2,117,638	48,293,635	4.4
Santa Maria	19,813	0	46,212,576	0.0	21,994	43,913,656	0.1
Watsonville/Salinas	0	0	84,028,989	0.0	0	89,111,967	0.0
Total	2,135,360	772,174	178,340,672	0.4	2,139,632	181,319,258	1.2
Florida	5,899,853	2,627,537	24,456,214	10.7	1,599,958	16,187,039	9.9
Mexico	4,128,082	2,195,881	20,760,243	10.6	2,367,027	15,532,315	15.2

2012 Projected Fresh Weekly Volume by District

vs. 3 Year Average, 2011 total and 2012 YTD

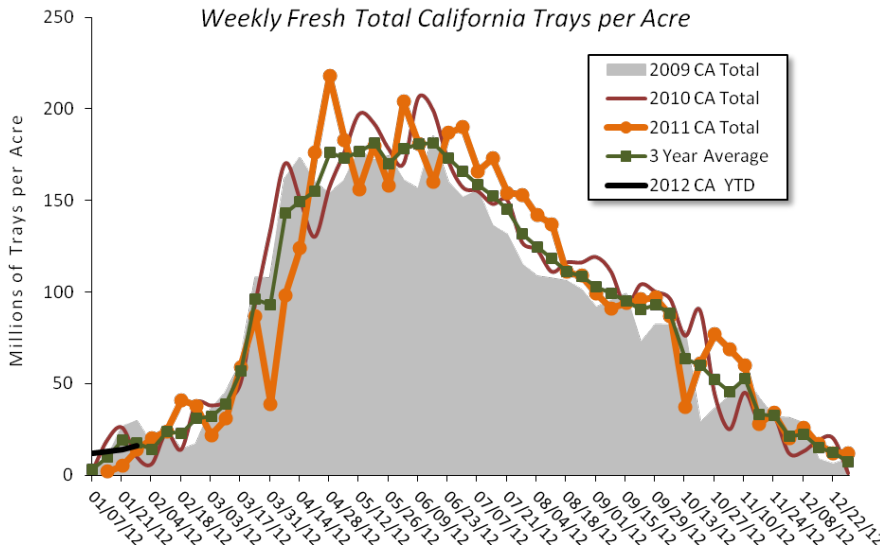


2012 California fresh volume of 606,329 trays is below the projected total of 609,556 trays for this week.

2012 volume projections are calculated using this year's acreage estimates multiplied by three-year average yields per acre, per district.

2009 - 2011 vs 2012 YTD

Weekly Fresh Total California Trays per Acre



This chart shows California fresh trays per acre, per week for 2009, 2010, 2011, 3 year average, and 2012 year to date.

the pink sheet

California strawberry shipments (in trays)

Calendar of Events

February

2/1/12

Introduction to Food Safety
Workshop
Santa Maria, CA

2/2/12

Teaching Food Safety Workshop
Santa Maria, CA

2/2/12

Annual Central Coast Strawberry
Meeting
Watsonville, CA
Contact: Mark Bolda
831-768-8040

2/7/12

Labor Seminar
Santa Maria, CA

2/9/12

Communication Skills for Supervisors
& Sexual Harassment Prevention
Workshops
Santa Maria, CA

2/13/12

Labor Seminar
Oxnard, CA

2/15/12

Food Safety Update Workshop
Santa Maria, CA

2/16/12

Tracking Food Safety on Your Farm
Workshop
Santa Maria, CA

2/20/12

President's Day
Commission Office Closed

2/21/12

Labor Seminar
Watsonville, CA

2/29/12

Communications Skills for
Supervisors & Sexual Harassment
Prevention
Salinas, CA

Also see the Industry
Calendar at

www.calstrawberry.com

		2012		2011		2010	
		Weekly	Total	Weekly	Total	Weekly	Total
Jan	1/07	473,327	473,327	6,911	6,911	88,630	88,630
	1/14	504,071	977,398	58,234	65,145	698,030	786,660
	1/21	551,633	1,529,031	194,430	259,575	976,070	1,762,730
	1/28	606,329	2,135,360	512,599	772,174	376,902	2,139,632
Feb	2/04			758,241	1,530,415	214,726	2,354,358
	2/11			900,164	2,430,579	848,755	3,203,113
	2/18			1,534,983	3,965,562	538,820	3,741,933
	2/25			1,412,082	5,377,644	1,471,204	5,213,137
Mar	3/03			826,722	6,204,366	1,411,130	6,624,267
	3/10			1,142,530	7,346,896	1,500,247	8,124,514
	3/17			2,198,003	9,544,899	1,877,787	10,002,301
	3/24			3,250,743	12,795,642	3,545,179	13,547,480
Apr	3/31			1,450,929	14,246,571	5,000,640	18,548,120
	4/07			3,654,954	17,901,525	6,408,907	24,957,027
	4/14			4,638,054	22,539,579	5,674,652	30,631,679
	4/21			6,574,771	29,114,350	4,898,923	35,530,602
May	4/28			8,157,632	37,271,982	5,904,792	41,435,394
	5/05			6,851,132	44,123,114	6,622,946	48,058,340
	5/12			5,844,562	49,967,676	7,393,736	55,452,076
	5/19			6,747,467	56,715,143	7,229,202	62,681,278
Jun	5/26			5,921,747	62,636,890	6,681,244	69,362,522
	6/02			7,621,069	70,257,959	6,383,296	75,745,818
	6/09			6,764,013	77,021,972	7,765,178	83,510,996
	6/16			5,972,657	82,994,629	7,478,054	90,989,050
Jul	6/23			6,993,693	89,988,322	6,457,713	97,446,763
	6/30			7,101,923	97,090,245	5,916,111	103,362,874
	7/07			6,210,334	103,300,579	5,819,228	109,182,102
	7/14			6,461,453	109,762,032	5,576,050	114,758,152
Aug	7/21			5,778,779	115,540,811	5,630,252	120,388,404
	7/28			5,734,497	121,275,308	4,776,968	125,165,372
	8/04			5,309,159	126,584,467	4,630,216	129,795,588
	8/11			5,135,524	131,719,991	4,166,858	133,962,446
Sep	8/18			4,172,439	135,892,430	4,347,555	138,310,001
	8/25			4,082,791	139,975,221	4,373,784	142,683,785
	9/01			3,719,221	143,694,442	4,478,392	147,162,177
	9/08			3,390,414	147,084,856	4,167,737	151,329,914
Oct	9/15			3,518,066	150,602,922	3,468,264	154,798,178
	9/22			3,593,195	154,196,117	3,919,675	158,717,853
	9/29			3,617,955	157,814,072	3,765,145	162,482,998
	10/06			3,233,999	161,048,071	3,619,983	166,102,981
Nov	10/13			1,381,243	162,429,314	2,847,654	168,950,635
	10/20			2,293,458	164,722,772	3,374,072	172,324,707
	10/27			2,863,928	167,586,700	1,647,224	173,971,931
	11/03			2,564,854	170,151,554	951,075	174,923,006
Dec	11/10			2,227,379	172,378,933	1,689,696	176,612,702
	11/17			1,030,623	173,409,556	1,084,967	177,697,669
	11/24			1,253,240	174,662,796	1,198,826	178,896,495
	12/01			731,364	175,394,160	450,780	179,347,275
	12/08			976,907	176,371,067	501,720	179,848,995
	12/15			637,937	177,009,004	704,234	180,553,229
	12/22			463,516	177,472,520	736,075	181,289,304
	12/29			453,620	177,926,140	23,043	181,312,347

Source: All volume in trays, all package types; or pounds. Fresh production only.

This report is generated from data compiled by the USDA Agricultural Marketing Service which is available publicly on the USDA Fruit and Vegetable Market News website www.marketnews.usda.gov/portal/fv. The California Strawberry Commission does not validate the accuracy of the data and is not responsible for any misuse of the data found therein. If you have any questions regarding the USDA Fruit and Vegetable Market News website and its content you may contact Fred Teensma at fred.teensma@usda.gov or 510.637.1815.