

Week Ending: August 28, 2010

FRESH SHIPMENTS

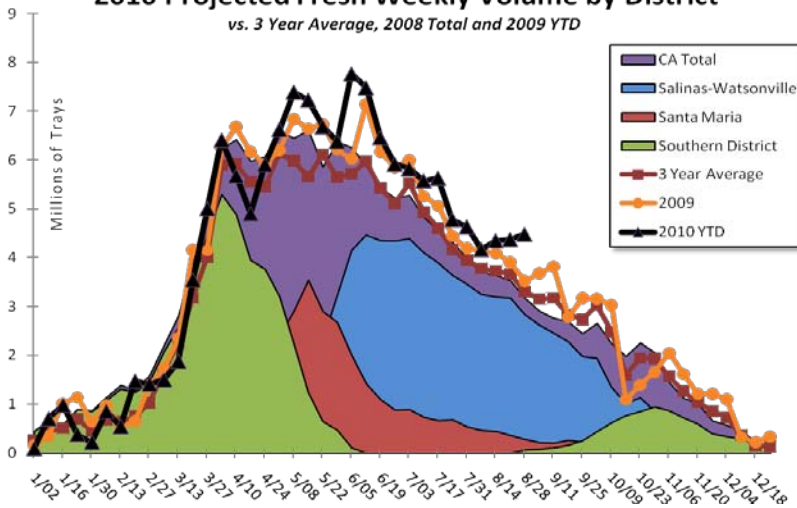
Volume Number 34

Districts	2010	2009		% to Date	2008		
	Crates to Date	Crates to Date	Total		Crates to Date	Total	% to Date
OC/SD/Coachella	3,696,395	5,185,112	5,240,670	98.9	3,945,282	3,992,012	98.8
Oxnard	39,653,562	36,414,353	42,202,392	86.3	34,878,557	41,257,413	84.5
<b>Southern CA Total</b>	<b>43,349,957</b>	<b>41,599,465</b>	<b>47,443,062</b>	<b>87.7</b>	<b>38,823,839</b>	<b>45,249,425</b>	<b>85.8</b>
Santa Maria	38,316,595	33,549,732	39,447,704	85.0	27,716,614	31,379,689	88.3
Watsonville/Salinas	65,495,625	67,453,073	87,514,851	77.1	57,430,163	76,231,178	75.3
<b>Total</b>	<b>147,162,177</b>	<b>142,602,270</b>	<b>174,405,617</b>	<b>81.8</b>	<b>123,970,616</b>	<b>152,860,292</b>	<b>81.1</b>
Florida	15,498,788	17,873,821	19,650,356	91.0	13,802,430	15,092,953	91.4
Mexico	13,152,999	11,392,061	13,913,148	81.9	7,052,702	9,208,676	76.6
Freezer* (in lbs.)	367,082	398,087	420,714	94.6	334,673	378,899	88.3

Freezer Data: Week Ending August 21, 2010 (000's Omitted)

### 2010 Projected Fresh Weekly Volume by District

vs. 3 Year Average, 2008 Total and 2009 YTD

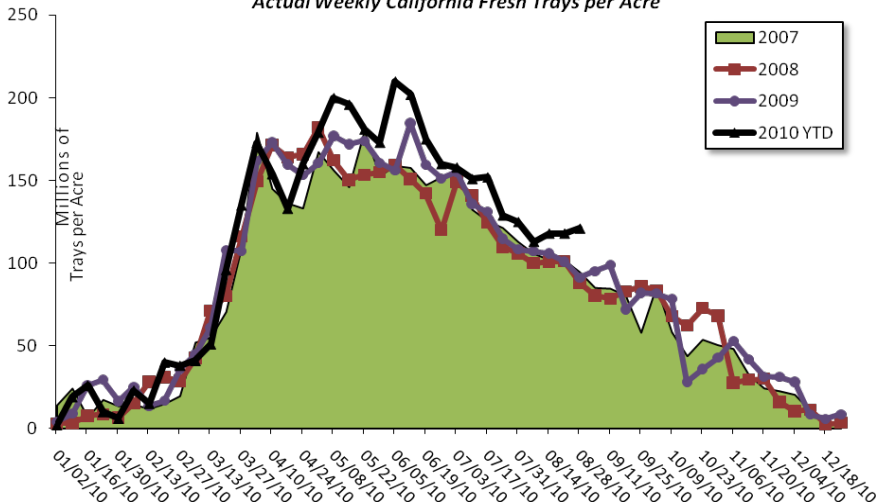


2010 California fresh volume of 4,478,392 trays is above the projected total of 3,174,414 trays for this week.

2010 volume projections are calculated using this year's acreage estimates multiplied by three-year average yields per acre, per district.

### 2007 - 2009 vs. 2010 YTD

Actual Weekly California Fresh Trays per Acre



This chart shows California fresh trays per acre, per week for 2007, 2008, 2009 and 2010

# THE PINK SHEET

CALIFORNIA STRAWBERRY SHIPMENTS (In Trays)

## Calendar of Events

### September

#### 9/1/10

Annual Ventura County  
Strawberry Production  
Meeting  
Camarillo, CA  
Contact: Oleg Daugovich  
805.645.1454

#### 9/2/10

Pesticide Safety Train-the-  
Trainer Course  
Oxnard, CA  
Contact: Annika Forester  
805.798.0271

#### 9/6/10

Holiday Office Closed

#### 9/8 – 9/9/10

Board of Directors Meeting  
Santa Barbara, CA

#### 9/29/10

Strawberry Shipper Summit  
Meeting  
Watsonville, CA

### October

#### 10/7/10

Scholarship Golf  
Tournament  
Watsonville, CA

#### 10/15 – 10/18/10

PMA Fresh Summit  
Orlando, FL

Also see the Industry  
Calendar at

[www.calstrawberry.com](http://www.calstrawberry.com)

		2010		2009		2008	
		Weekly	Total	Weekly	Total	Weekly	Total
Jan	1/02	88,630	88,630	158,376	158,376	104,563	104,563
	1/09	698,030	786,660	342,842	501,218	117,218	221,781
	1/16	976,070	1,762,730	1,010,854	1,512,072	268,795	490,576
	1/23	376,902	2,139,632	1,138,191	2,650,263	302,302	792,878
	1/30	214,726	2,354,358	640,788	3,291,051	229,891	1,022,769
Feb	2/06	848,755	3,203,113	973,424	4,264,475	537,869	1,560,638
	2/13	538,820	3,741,933	521,508	4,785,983	1,001,377	2,562,015
	2/20	1,471,204	5,213,137	646,948	5,432,931	1,098,584	3,660,599
	2/27	1,411,130	6,624,267	1,386,967	6,819,898	1,021,506	4,682,105
Mar	3/06	1,500,247	8,124,514	1,735,427	8,555,325	1,518,284	6,200,389
	3/13	1,877,787	10,002,301	2,355,146	10,910,471	2,532,225	8,732,614
	3/20	3,545,179	13,547,480	4,161,005	15,071,476	2,928,385	11,660,999
	3/27	5,000,640	18,548,120	4,149,506	19,220,982	4,121,809	15,782,808
Apr	4/03	6,408,907	24,957,027	6,243,717	25,464,699	5,305,217	21,088,025
	4/10	5,674,652	30,631,679	6,681,732	32,146,431	6,092,256	27,180,281
	4/17	4,898,923	35,530,602	6,171,994	38,318,425	5,824,513	33,004,794
	4/24	5,904,792	41,435,394	5,920,669	44,239,094	5,889,854	38,894,648
May	5/01	6,622,946	48,058,340	6,201,942	50,441,036	6,466,740	45,361,388
	5/08	7,393,736	55,452,076	6,835,264	57,276,300	5,757,984	51,119,372
	5/15	7,229,202	62,681,278	6,640,904	63,917,204	5,337,288	56,456,660
	5/22	6,681,244	69,362,522	6,722,602	70,639,806	5,450,802	61,907,462
5/29	5/29	6,383,296	75,745,818	6,206,445	76,846,251	5,505,227	67,412,689
Jun	6/05	7,765,178	83,510,996	6,025,334	82,871,585	5,660,426	73,073,115
	6/12	7,478,054	90,989,050	7,138,386	90,009,971	5,356,419	78,429,534
	6/19	6,457,713	97,446,763	6,166,044	96,176,015	5,047,900	83,477,434
	6/26	5,916,111	103,362,874	5,841,942	102,017,957	4,262,897	87,740,331
Jul	7/03	5,819,228	109,182,102	5,992,786	108,010,743	5,295,890	93,036,221
	7/10	5,576,050	114,758,152	5,251,615	113,262,358	5,002,938	98,039,159
	7/17	5,630,252	120,388,404	5,062,683	118,325,041	4,421,771	102,460,930
	7/24	4,776,968	125,165,372	4,435,360	122,760,401	3,892,807	106,353,737
	7/31	4,630,216	129,795,588	4,186,275	126,946,676	3,758,173	110,111,910
Aug	8/07	4,166,858	133,962,446	4,141,727	131,088,403	3,553,983	113,665,893
	8/14	4,347,555	138,310,001	4,090,015	135,178,418	3,580,021	117,245,914
	8/21	4,373,784	142,683,785	3,899,712	139,078,130	3,593,566	120,839,480
	8/28	4,478,392	147,162,177	3,524,140	142,602,270	3,131,136	123,970,616
Sep	9/04			3,676,655	146,278,925	2,857,146	126,827,762
	9/11			3,817,203	150,096,128	2,790,114	129,617,876
	9/18			2,780,734	152,876,862	2,946,292	132,564,168
	9/25			3,165,753	156,042,615	3,047,352	135,611,520
Oct	10/02			3,154,695	159,197,310	2,967,045	138,578,565
	10/09			3,024,544	162,221,854	2,414,972	140,993,537
	10/16			1,088,422	163,310,276	2,212,071	143,205,608
	10/23			1,392,763	164,703,039	2,587,381	145,792,989
	10/30			1,652,164	166,355,203	2,421,918	148,214,907
Nov	11/06			2,046,241	168,401,444	985,267	149,200,174
	11/13			1,615,476	170,016,920	1,048,140	150,248,314
	11/20			1,212,803	171,229,723	1,067,925	151,316,239
	11/27			1,204,587	172,434,310	566,412	151,882,651
Dec	12/04			1,093,115	173,527,425	370,343	152,252,994
	12/11			324,083	173,851,508	400,357	152,653,351
	12/18			222,935	174,074,443	85,719	152,739,070
	12/25			331,174	174,405,617	121,222	152,860,292

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](http://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](mailto:fred.teensma@usda.gov) or 510.637.1815.