



PRO*ACT QUALITY CONTROL

COMMODITY ALERT

January 25, 2008

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Weather Alert

Rain, strong winds and cold temperatures will continue to impact California as a cold upper low system remains stalled off the Central California coast. This system is expected to dive to the South picking up subtropical moisture before moving into Southern California over the next 24-36hrs. This system will tap into the subtropical jet stream and is capable of generating heavy rain as it moves into Southern California over the weekend. Due to the subtropical moisture incorporated in this system snow levels are expected to rise to the 6000 ft level. This should help with the road closures (hwy 5) due to snow. This system is expected to move east late Sunday bringing rain, winds and cool temperatures to the Southwestern Desert growing regions. The cold unstable air behind this system will keep a chance of showers throughout the area through Monday. Long range forecasts expect another quick moving system to move through the area mid week bringing cooler temps and a chance of showers once again, however the exact track this system will take remains unclear at the moment.

Strawberry supplies from Southern California look to take another major hit as rain is likely to impact these fields once again. Cooler temperatures in continue in Mexico limiting volume from there. This along with previous inclement weather in Florida and this area on the downswing in production will keep strawberry supplies very light for the near term. This weather pattern will not help with supplies or quality as we look toward the Valentines Day pull.

At this point we will have to wait and see how the upcoming weather patterns impact the various growing regions. We will keep you informed as to supplies and quality as we gather more information.