



ADAMS

A Fresh Produce Distributor



WEEKLY NEWSLETTER AND COMMODITY REPORT

August 31, 2010

WEATHER REPORT

Cool temperatures today will moderate through the week as warming trend moves into the Central Coast. Below normal temperatures today will rebound to seasonal norms mid week before cooling once again the later part of the week.

ITEMS TO WATCH

- **Small oranges are getting very tight**
- **Blueberry market is very active with light supplies due to weather and Northwest season slowing down**
- **Mini heat wave in the Strawberry, Raspberry, and Blackberry growing areas has hurt quality and supplies**
- **Hailstorms in Mexico have damaged the green onion market.**
- **Small stone fruit is very limited with fruit peaking to the larger sizes**

MARKET REPORT

ITEMS TO WATCH -- MARKETS VOLATILE, PRICES UP

Avocados Blackberries Blueberries Broccoli Cauliflower Celery Green Onions Pears

ITEMS TO WATCH -- MARKETS GOING DOWN/STEADY

Apples Asparagus Bell Peppers Cantaloupe Carrots Cucumbers Grapes Honeydew Iceberg Leaf Lettuce Lemons Onions Oranges Pears Potatoes Raspberries Squash Stonefruit Strawberries Tomatoes Watermelon

APPLES/PEARS

Washington, CA Red Delicious and Granny-Smith apples are still heavy to larger fruit and the higher grades. Smaller fruit and the lower grades remain short in all varieties. Other than small fruit the markets on CA reds and Granny's are mostly steady to slightly lower due to light demand. Gingergolds are available but supplies are still low and the demand remains strong. Galas have started and are heavier to the higher grades and 88/100 sizes. Bartlett pears are going in Washington as well and are peaking on the US#1 grade and the larger sizes. California continues to pack Gala's and is still heavy to small fruit. The color has been good. California Green Bartlett's and Stark Crimson red pears are also heavier to the smaller sizes and prices are steady although the demand is lower due to Washington. California Bosc pears are also available and heavier to small fruit. Bosc prices are slowly dropping. Comice, Seckel, and Forelle varietal pears are also available in California.

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ASPARAGUS

This market is softer. Supplies however will continue to be very light on jumbo sizing throughout this week. Mexico and Peruvian production has picked up with all the other sizing compared to previous weeks. Continue to place orders as early as possible to assure coverage of orders.

AVOCADO

California harvest is expected to go into September. Demand remains very strong. Mexico has started crossing limited volume with increased volume as we move in mid September.

California Fruit: The California harvest is still peaking on 48's, with supplies of smaller sizes light. Growers are still slowing harvest to spread fruit supplies out through September when export fruit volumes are expected. Demand remains very strong.

Mexican Fruit: Growers are crossing very light volume fruit into the states. Supplies will slowly increase as we move into and through September.

BELL PEPPERS

Western Green Bells and Colored Bells:

The Santa Maria area has start on greens, with the Stockton and Gilroy areas are going with good volume on green bells. Red bell supplies are dropping, and Yellow bells will remain very limited through the week.

Eastern Bells:

Strong demand coupled with good volume and good quality on the East should keep the market steady for several more days. The growing regions of Michigan, the Carolinas and New Jersey will be in good production into the first week of September, barring any weather related issue. By mid September, there should be light volume on pepper out of South Georgia.

BERRIES

Strawberries: Strawberry quality is slowing improving from the record heat we had last week. Market is steady with moderate supplies. The weather is back to cool and foggy mornings. The Northern strawberry growing areas will go till the first major rain event hits which is typically some time in October. Only Mother Nature knows when this will happen. The Oxnard fall crop will be the next area to come into play some time in September followed by Mexico in the middle of October. Florida starts up the first part of November.

Raspberries: We should start to see better quality raspberries by the middle of this week. Weather has been cool over the weekend. Market is still firm with light supplies.

Blackberries: The heat burned up most of the blackberries that where to be harvested this last week and what they were able to harvest is fair quality at best. Market is active with very limited supplies.

Blueberries: Supplies are still very limited out of all areas due to weather in the growing areas and the season coming to a close. Quality is fair with a few good lots. The next area to come into play will be Argentina some time in September. Followed by Chile some time in November.

BROCCOLI

This market is stronger on bunched product as well as crowns. The availability is lighter compared to past weeks production, but demand will determine how far this market will climb. With Labor Day approaching, demand may be light. Mexico supplies will be moderate to good throughout the week. The quality is expected to be strong throughout the week in all of the growing areas.

CARROTS

California carrots are in good supply. Yield and quality are good.

CAULIFLOWER

The cauliflower market is stronger to start the week as most suppliers have caught up with excess product inventories. There are ample supplies in Santa Maria and Salinas to fill contract orders, but suppliers definitely do not have the production numbers they experienced in weeks past. Expect the pricing to be competitive with most suppliers. As usual with this commodity, some suppliers will be better in availability than others. The best availability continues to be in twelve counts.

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CELERY

This market has started the week stronger. The smaller sizes continue to be tighter as opposed to the 24 count but overall supplies are lighter. Salinas and Santa Maria continue to be the main growing areas of production. Suppliers are expecting production numbers to be lighter but with the upcoming holiday, there should be enough product available for all orders to be filled. The weights and quality of celery continue to be strong.

CITRUS

Lemons: Supplies are good, with very good demand. The market continues to firm on 115's and larger. Quality is good.

Limes: Supplies this week are down due to the end of old crop. We are transitioning into new crop which is peaking on 200's and 230's.

Oranges: Large size Valencia's are in good supplies, but supplies of 113's and 138's are very tight with increased demand for these sizes.

CUCUMBERS

Volume has remained steady out of the mid west but the season appears to be finishing up in the more Eastern growing regions. The market should remain steady for the balance of the week. The fair weather in Michigan and Ohio has resulted in excellent quality in the product. Look for Georgia and Mississippi to start up with cukes in about 7-10 days.

GRAPES

Red seedless Flames, Crimson and Scarlett Royal are all now available. The Flames are still peaking to med/large with the Crimson or Scarlet Royal seedless peaking to large. Ruby red seedless are just starting in a light way with more volume starting next week. Quality is very good on all varieties. Thompson green seedless are available and running to the medium large size, while the Princess Green seedless are nice and large. Summer Royal black seedless and red Globes are also available with good quality.

GREEN ONIONS

This market is active. Hailstorms and heavy winds in the growing regions of Mexico have damaged this crop. Production is expected to be light for the next three weeks. Expect demand and pricing to be active all week. Pencil sizing will likely be the most available amongst all the sizes. Quality will be hit and miss due to the bad weather.

LEAF LETTUCE

Romaine is stable. Production is expected to be stronger in the middle of the week, and deals on volume orders are likely to be available. Romaine hearts have better availability this week compared to previous weeks. Green leaf will be lighter in supplies with red leaf holding its own. The past high heats in the growing regions may have an adverse affect on quality upon arrivals, as this waits to be seen.

LETTUCE

This market is softer. Suppliers are trying to hold on to a 12-14 dollar market that may not hold towards the end of the week. Demand will be the obvious factor. Retail ads are out and foodservice demand is uncertain. The previous high heats in the growing regions has caused for unusual growth patterns. The weights are reported to be between 39-45 lbs. on palletized. Mildew, tip burn, some decay has been seen and this will cause lighter weights as the shippers must trim back quality defects to get clean packs.

MELONS

Cantaloupe: The market is beginning to strengthen this week as availability is more limited then over the last few weeks. Quality is still very good fruit is starting to size down and peak to 12's. Mixed melons are winding down and should be cleaned up in the next couple of weeks.

Honeydew: The west side fruit is still peaking on 5's with very limited availability on 6's and smaller. Shippers are sizing up on orders in order to get trucks loaded.



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ONIONS

California continues packing all colors of onions but is finishing up with lighter numbers this week. The demand has been light and prices are steady on yellows. Reds and whites are steady but supplies have been limited. California sizing is large on the yellows and average on whites and reds. New Mexico is almost finished. Colorado continues packing yellows and reds and has average size in both colors. Their market is slightly lower on both colors. Washington and Idaho/Oregon continue packing light supplies of all colors. Most shippers have small yellows but some have decent size. The northwest prices are down slightly on all colors due to light demand and more shippers getting in. Canada continues packing yellows and reds as well and they are mostly small.

POTATOES

Idaho Burbank is heavy to smaller size cartons but supplies are dwindling as only a couple shippers still have product. The market has stabilized but the larger counts are still short. Most packers have started with new-crop Norkotahs and they continue to peak on 80/90/100's although some have more of the larger counts. New crop quality has been good with only light skinning. Washington continues packing new-crop norkotahs and is still peaking on 80-count. The early potatoes have been of good quality and maturity. Washington's market is steady to slightly lower on all sizes. Most Colorado shippers are packing new-crop. The Colorado/Nebraska potatoes are smaller and still peaking on 90/100 count. Demand for new-crop has been strong although prices are down slightly. Minnesota is also packing russets and they have had better numbers of the larger counts. California continues to pack colored potatoes. All Colors are available from the Stockton area and they continue with excellent quality in all colors. Minnesota and Wisconsin both continue to pack reds and golds as well and also a few whites. The market is lower in both areas as more shippers get in.

SQUASH

The squash market should remain steady for the balance of the week as weather in Michigan and Ohio has been decent. Georgia has begun shipping squash but volume will be very light for the first couple of weeks. By mid September we should see considerable volume out of the south.

STONE FRUIT

Domestic peaches are still available with good volume to promote and excellent quality. Nectarines now have good supplies as well as excellent quality. Red and black plums still very good availability this week. Tree ripe or preconditioned peaches, nectarines and plums are now available. There season will continue into September with good volume and quality on peaches and nectarines so bring on the orders. Stone fruit is all running to the larger sizes with small fruit very limited.

TOMATOES

Demand continues sluggish and lower than usual, while growers are getting back to what normal production usually is at this time period. Eastern Shore growers continue to improve the round supply. Roma, grape and cherry tomatoes continue in low production currently for what the volumes should be. Smaller "local" growing operations are also behind due to the heat but are getting close to normal production.

WATERMELON

Domestic fruit is going strong with very good quality on seedless and marginal quality on seeded product. The local deals are starting to finish up which will bring focus back to the west coast. Production has slowed a bit so look for the market to increase over the next couple of weeks.

VALUE ADDED

The lettuce availability is better. Processors are not buying as much acreage as the previous weeks. The supplies of romaine are better. There continues to be a few issues upon arrival of brown to red discoloration on romaine and lettuce items. Lettuce continues to have reports of pink ribbing and decay seen in certain lots. Expect the quality to be up and down throughout the week on value added items involving romaine and lettuce. Supplies on broccoli items will tighten up this week.

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