



ADAMS
A Fresh Produce Distributor



WEEKLY NEWSLETTER AND COMMODITY REPORT

APRIL 6TH 2009

**Adversity causes some men to break; others to break records.
William A. Ward**

ITEMS TO WATCH -- MARKETS VOLATILE, PRICES UP

Broccoli
Raspberry
Eggplant

Broccoli Florets
Yellow Corn
Blueberry

Broccoli Crowns
Red Fresno Pepper
Tomatoes

Brocolini
Cucumbers

ITEMS TO WATCH -- MARKETS GOING DOWN/STEADY

Blackberry
C/T Green Beans
Onions

Strawberry
C/T Sno Peas
Potatoes

Oranges
Cantaloupe
Squash/Zucchini

Red Grapes
Honeydew
Green Peppers

BRIX READINGS TABLE

CANTALOUPE 12ct	13	GOOD
CANTALOUPE 15ct	14	GOOD
HONEYDEW	10.5	AVERAGE
PINEAPPLE	14	GOOD
RED GRAPE	20	EXCELLENT
GREEN GRAPE	18	EXCELLENT
STRAWBERRIES	11	AVERAGE
RASPBERRIES	12	AVERAGE
BBLACKBERRIES	12	AVERAGE
BLUEBERRIES	14	GOOD

Within a given species of plant, the crop with a higher refractive index will have a higher sugar content, higher mineral content, and a higher protein content. This adds up to a sweeter tasting, more mineral-nutritious food with a lower nitrate and water content and better storage characteristics. As a broad generalization, produce over 12 Brix is considered good



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COMMODITIES REPORT--TRANSITION IS IN PROGRESS

APPLES/PEARS

Granny Smith and Fuji Apples, especially in the smaller sizes and lower grades are STILL PLENTIFUL. Washington remains the leading production area. Regional production areas including Michigan and New York are only shipping light supplies of storage apples. Washington and Oregon Pears continue light production from storage including mainly the Anjou and Bosc with only a few left in the Golden Bosc varieties.

ASPARAGUS

The market is much stronger and more activity is expected on this commodity throughout the week. Mexico is expected to finish up production by the end of the week. Supplies coming out of California have become much tighter due to the holiday pull.

AVOCADO

Mexican fruit – Mexican supplies are shorter going into the weekend. Supplies look to stay shorter over the next 2 weeks as workers take off for Easter. Demand continues to be very good.

BELL PEPPERS

- **Western Green Bells and Colored Bells:** With the existing acreage and a few late spring deals, overall volume from Mexico continues to decrease as growers finish for the season. Size and quality continue to be a problem. The California desert looks to start the 3rd week of April. Demand is good. Red and yellow bell supplies remain light. One grower out of Baja looks to start next week. The California desert looks to start mid May.
- **Eastern Bells:** The market on bell peppers continues a slow but steady decline as more volume becomes available in Florida. The market should become stable at lower levels this week. Quality good.

BERRIES

- **Strawberries:** Strawberry production in California continues to gain momentum with all growing areas in California now producing. We are anticipating receiving some rain in the California growing areas by Sunday evening. If we do get rain this could slow production for the front end of next week. Oxnard and Santa Maria will be the strong spots as Salinas and Watsonville are only producing a couple of pallets a day but are increasing. We are now at the start of the Easter pull, and shippers are slowly edging the fob slightly higher due to higher demand. Weather has been good in the growing areas. Florida production should be finishing in about by the end of this week, give or take a few days. Driscolls will be transferring Californian fruit to Florida with a week in advance notice. McAllen crossings are finished.
- **Raspberries:** Raspberry production is in a very low position and will continue to be snug with Mexico encountering hot weather and California just not up to speed yet. Quality and overall production is close to nothing out of Mexico. We can expect to see orders cut and loading dates to be affected as well. There should be a second push from production by mid April that should increase volume significantly.
- **Blackberries:** Blackberry production is steady with respectfully consistent transfers arriving from Mexico. There continue to be shippers in much better shape than others but definitely less product than in previous weeks. We are now looking at local production to increase but are currently dealing with predominantly transferred fruit from Mexico. There are some shippers currently putting out some aggressive pricing in anticipation of a big push in volume over the next couple of months.
- **Blueberries:** Blueberry transfers are slowing down from Chile and some shippers are looking for higher fobs. We are seeing less fruit arriving on vessels, and see the end of boat fruit soon. Most to all Chilean fruit is now air freight, meaning less fruit on each transfer. Some shippers are expressing that we may see the end of Chilean product by the end of the month. There are small quantities of local Californian blues with great size and quality. There are reports of Floridian Blueberries (new crop) now available, but commanding a premium price. We can expect a gap as the Eastern early varieties were affected by early frost damage.

BROCCOLI

Pricing is very active and availability is tight on bunched product as well as crowns. Mexico's supplies are light and Yuma is all but finished up in production. Salinas is not producing heavily and this has made product availability to be very tight. Expect broccoli to be active the entire week.



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COMMODITIES REPORT--TRANSITION IS IN PROGRESS (con'd)

CARROTS

California carrots have moved into new fields in Imperial Valley. Size is running small right now as cool weather has slowed growth. This has lighted supplies of jumbo sized carrots. Size is expected to come back in April. Quality remains good. Georgia has good availability and quality on the East Coast.

CAULIFLOWER

This commodity continues to be tight with all suppliers. Yuma is winding down production and Salinas has little production currently. Santa Maria is also on the light side of production. Expect this market to be active throughout the week.

CELERY

This market is stable. Yuma has finished production. Most of this commodity is being harvested in Oxnard. Small sizing, 36's and smaller are the tightest sizes to purchase. The Salinas Valley expects to begin production in the early part of June.

CITRUS

- **Lemon:** The Central Valley is 75% picked. Most of the volume is coming out of Ventura County. Supplies are peaking on 140's. There are good supplies of 165's, with 200's being a little on the tight side.
- **Oranges:** There will be good supplies of Navels available into May. Peak sizes are 48's through 88's. There is limited harvest starting on Valencia's.

CUCUMBERS

Eastern Cucumbers: With Honduras finishing up and Florida crop yet to be of any significance (still 10-14 days away from good supply, fields stunted from earlier freeze in growing region) creating a demand exceeds situation.

GRAPES

Green seedless grapes remain in very good supply and there continues to be deals available this week! Red Seedless (Crimson) grape supplies have improved as of the last days of March and the first few days of April and there will be even better supplies going into next week. Red Globe and Black Seedless grapes are only in light supply headed into the weekend, but light demand will keep the market in check. Overall grape quality is very good!

GREEN ONIONS

There is little change on this market in comparison to the past weeks. Supplies continue to be excellent out of the Mexico growing region. The market remains steady with very inexpensive prices.

KIWI

Kiwi supplies remain very good overall and quality is excellent. Italian Kiwi is dominating the market and prices will remain steady into next week.

LEAF LETTUCE

This market has become stronger with all leaf items. Yuma has had warm temperatures and this has weakened the product. Huron production has begun but plantings are limited in this region. Continue to avoid liner packed product. This will allow for better arrivals for product. Dehydration tends to occur to product being packed in a liner box in warm growing areas. Some Quality defects continue to include fringe burn, tip burn, and wind burn.

LETTUCE

The lettuce market has become stronger with all suppliers. With Yuma experiencing high temperatures, suppliers are limited in the production numbers. This fact, coupled with less planting in Huron has made this commodity much tighter. Many suppliers have enough volume to cover orders in full. Expect this market to be active throughout the week.



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COMMODITIES REPORT--TRANSITION IS IN PROGRESS (con'd)

MELONS

- **Cantaloupes:** Cantaloupes are considerably stronger to finish this week and will remain strong into the beginning of next week. Guatemala is just beginning their second cycle arrivals and supplies are light across the board. Costa Rica and Honduras have finished quickly and the supply line on both coasts is very low. The West Coast in particular is in a demand exceeds supply situation going into the weekend and the East Coast is very limited in its own right. Heavy demand pressure will keep the market strong on Cantaloupes this week and most of next. Sugar levels and eating quality remain high!
- **Honeydews:** The market is slightly stronger on honeydews, especially in the larger sized fruit (4/5ct)*. ONLY light supplies are available from all ports. Similar to the cantaloupes, Honduras and Costa Rica are winding down with Guatemala's second cycle fruit coming in very slow. Quality remains very good!

ONIONS

Idaho/Oregon area should have supplies through the third week of April with a few shippers going through May. Washington looks like they will go through the middle to end of May with supplies as well. The quality is still good. Mexican product is now in Texas with good supplies of all colors, quality is good. Texas grown onions are now available with very good supplies. Good supplies of carton Texas 1015's.

POTATOES

Burbanks are running to the smaller side so larger sizes may begin to get snug. Any Norkotahs and Westerns still available should clean up this week. We are trying to get all requests for a particular varietal fulfilled, by time of shipment Burbanks and/or Norkotahs may be the only product available. Wisconsin and Colorado have good supplies and quality. Colored potatoes are loading out of North Dakota and Wisconsin with Washington almost cleaned up for the season. California and Florida have good quality and supplies of colored potatoes.

SQUASH

Eastern Squash quality overall is good but sizing as a bit irregular. Stable market conditions are expected to continue.

TOMATOES

Tomato production in Florida is lower than Mexico but demand is keeping the playing field level. Early cooler weather had slowed production and growth. There is more of the bigger fruit than smaller due to the fact that smaller fruit has been affected by the recent cold temps more so than the larger fruit. Roma tomatoes are very tight. Grape tomatoes are starting to get a bit tight.

WATERMELONS

Seedless watermelon supplies remain light and Northern Mexico is still about 7-10 days away from any better supply line. Regular seeded watermelons remain very tight and supplies will not be any better next week. Low yields and unseasonable growing conditions have growers frustrated and low fruit production will continue into the beginning of next week. Warmer weather is coming and expects supplies to be getting better within the next two weeks.