



ADAMS

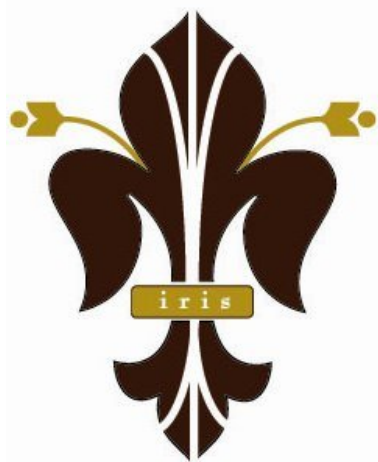
A Fresh Produce Distributor



WEEKLY NEWSLETTER AND COMMODITY REPORT

AUGUST 3RD 2009

RESTAURANT SPOTLIGHT



restaurant iris

Located in a charming, historical home in Midtown Memphis, Restaurant Iris and Chef Kelly English, bring French-Creole cuisine to Memphis fine dining. At Iris, creativity and a passion for new and local ingredients, make this one of the area's most talked about restaurants. Started by English in 2008, Iris features such menu items as his famous lobster "knuckle sandwich", a twist on the original "surf and turf", a New York strip stuffed with Fried Oysters and Blue Cheese all the way to house made sorbets and ice cream.

Not only does Iris offer one of the most unique menus in the area, they also have at their helm one of the most noted up-and-coming young chefs in English. In April 2009, English was named *Food & Wine Magazine's* Best New Chef. This award, along with the trifecta of awards handed out by *Memphis Magazine* this past year– "Best New Restaurant", "Best Service", and "Most Romantic Restaurant" – Restaurant Iris is taking Memphis area fine dining by storm.

Open Tuesday- Saturday: 5pm- 10pm

Sunday Brunch: 11am- 3pm

2146 Monroe Avenue

Memphis, TN 38104

901.590.2828

www.restaurantiris.com





WEEKLY NEWSLETTER AND COMMODITY REPORT

MARKET REPORT

ITEMS TO WATCH -- MARKETS VOLATILE, PRICES UP

Avocados

Lemons

Oranges

ITEMS TO WATCH -- MARKETS GOING DOWN/STEADY

Blackberry

Blueberry

Strawberry

Raspberry

Carrots

C/T Green Beans

Limes

Cantaloupe

Watermelon

Broccoli

Lettuces

Honeydew

APPLES/PEARS

California Galas continue packing in a light way this week. There are also Chilean and New Zealand Galas available loading in the L.A. area. Fuji Apples in Washington are finishing fast with the pressure from retail demand. There are imported Fuji apples available loading in L.A. or the East Coast. CA Fuji Apples will not start until September. Red Delicious apples continue to come out of CA storage in high color and peaking on 100's and smaller. The 88ct and larger Reds remain very tight. Gold Delicious apples are in decent supply, but also finishing the storage crop very quickly with supplies peaking on 88's. The Wenatchee district is finishing on what little they have left on Braeburn. Pink Lady and Cameo apples only have approximately 7-10 days left for the balance of their storage season. Washington Pears will go through the next 7-10 days with the Anjou and Red Anjou varieties only. California Pears are going strong now with the Bartlett variety and are looking to promote with volume on the smaller sizes. California Bosc Pears will start at the end of this week.

ASPARAGUS

This market continues to be steady. Supplies have picked up on standard sizing from Mexico compared to the previous week. Small and extra large also have good availability. Peruvian grass continues to be available shipping out of Miami or California. Jumbo Asparagus supplies are still short. Most of the California shippers have Mexican asparagus to offer.

AVOCADO

- **Mexican Fruit:** We are seeing some new crop crossing, but supplies are very light and delivers are running late. This will be this way until mid August. Please note that early new crop oil content will be low and require additional time for ripening.
- **California Fruit:** California growers continue to pack fair volume and growers are picking fruit that would normally be picked in August. We will see a big decline in supply as we move into August.
- **Chilean Fruit:** There are some light supplies of Chilean fruit coming in now, but no volume until the large vessels arrive mid-August.

BELL PEPPERS

Eastern Bells: Michigan and Ohio are slowly coming into pepper supplies. Their volume on top of the northeast means the market should continue to ease off through the weekend. Strong demand from the west will keep the market from dropping too much.

BERRIES

- **Strawberries:** Production continues with lower than normal supplies. Most to all shippers continue to be very snug on supplies. The plants in the Salinas / Watsonville growing area are now past their "peak" production window. We are starting to see a lot more overripe and bruised berries with many shippers quoting such defects at shipping point. Heavy volume looks to be not as abundant as the weeks previous. Santa Maria continues to produce moderate to low volume with good to fair quality. The weather has been on the cooler side accompanied with moist nights which are contributing to the bruising we are currently seeing.
- **Raspberries:** Raspberry production has picked up a bit with a light push from the recent warm weather. There is not an abundance of fruit but supplies are better than weeks previous and more shippers are currently moving them. Quality has been good.
- **Blackberries:** We are seeing decent local California production in the Salinas and Watsonville areas due to the past warm spurts. Production is lightening up a bit as we are seeing current availability lessen and fobs slightly increase. The Northwest is producing decent volume with good quality.
- **Blueberries:** Production in the Northwest is steady as we are starting to see more volume coming out of there. Volume will continue to increase as the week progresses. We are currently seeing triple digit temps in the North West and this could thin out the volume we are currently seeing. We are now looking at some Reports of quality are good.



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BROCCOLI

This market continues to be stable. Supplies are strong on crowns and bunched product. Sharper pricing continues to be seen out of the Santa Maria region, but availability is abundant in both areas. Suppliers are still willing to make deals on volume orders in an attempt to keep movement on this commodity. The quality overall continues to be very good.

CARROTS

California carrots are coming out of Bakersfield with good supplies and quality.

CAULIFLOWER

This market is extremely tight. Most suppliers have started out the week either open or out when quoting prices. The quality continues to be fair at best. There continues to be issues of yellowing and brown spotting upon arrivals with different suppliers. Santa Maria and Salinas continue to be the main areas of production. Expect product to be tight throughout the week.

CELERY

This market continues to be steady. The availability continues to be stronger on larger sizes, 18s and 24s in particular. Overall, there is still plenty of product available to fill all of the orders. Michigan has begun production. The supplies from this region should be good for the week. The 24 count is the best availability in this region. The quality continues to be strong.

CITRUS

- **Lemons:** Supplies of large sizes continue on the tight side. Availability looks good 140's, 165's, and 200's. Summer demand is keeping prices firm.
- **Limes:** Supplies are somewhat tight due to weather and strong demand from all export markets. Quality remains good, with lighter color which is a characteristic of the summer crop.
- **Oranges:** Valencia crop estimates now look lower than first projected. Demand is strong and shippers are pacing their harvest to ensure steady supplies through October. Quality remains very good.

CUCUMBERS

Eastern Cucumbers: This market is sliding a bit with Michigan and Ohio producing good volume now, alongside of the North East. The quality has been excellent from these regions and supplies should be sufficient to keep this market at the lower levels through next week, weather permitting.

GRAPES

Supplies remain strong for Flame red seedless grapes this week. Green seedless varieties (Princess and Thompson) continue to increase in supply and quality is excellent! There are also Black Seedless and Red Globe Seeded grapes available. They are all available from the Fresno, Delano, Arvin and Bakersfield districts with excellent quality. Temperatures remain mild in the major growing areas, and fruit is still thriving. Production will remain high for at least the next couple of weeks, but look for a bumpy transition from Flame to Crimson in the Red Seedless variety. Demand remains only light and grape prices remain very aggressive.

GREEN ONIONS

This market is steady to start the week. Supplies continue to be strong from the Mexican region. This market should remain steady for the entire week. The quality continues to be strong with no significant problems to report.

KIWI

Chilean Kiwi quality remains good, with the exception of a few soft lots arriving from Chile but movement is still very good. New Zealand Kiwi is also available and they are in good supply. The market will remain steady again this week.

LEAF LETTUCE

The Romaine market has eased up to start the week. Supplies however continue to be very light on romaine hearts. Some suppliers are holding customers to 12 week averages and this will likely continue throughout the week. The strong heats that were seen in the south county region the previous weeks seemed to take its toll on the romaine heart crop. Low yields have been reported from many suppliers. Fringe burn is being seen with all suppliers on romaine at harvesting time. There continues to be reports of browning inside the internal parts of the leaf. The Romaine Hearts continue to have issues with cupping and not having the true romaine heart shape. Internal burn is also an issue. Green leaf has lowered slightly in the market.



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LETTUCE

This market has remained stable to start the week. The temperatures have lowered in the growing regions compared to previous weeks slightly. Some suppliers are experiencing lighter weights due to puffiness in the product to start out the week. Tip burn is being seen at harvesting time.

MELONS

- **Cantaloupes:** The Westside district of CA continues to produce good volume on Cantaloupes. There are better supplies of larger fruit as we move into the end of this week. Mild weather is helping to bring on some better supplies of larger fruit. There are still excellent supplies of fruit in the smaller sizes and that is where the deals are. Fruit quality is excellent with high sugar levels.
- **Honeydews:** Ample supplies of Honeydews are available and there is a good range of sizes! Heavy production continues from the Westside districts, and similar to cantaloupes there are abundant supplies of smaller sized fruit. Quality is excellent in the new crop honeydews. Beware of Mexico cantaloupes and the low sugar levels. Prices might be enticing there, but quality will not back it up. The market should remain steady at lower levels and there are plenty of deals available so don't stop promoting both Cantaloupes and Honeydews.

ONIONS

Supplies out of both Huron and New Mexico are improving on yellow onions. The market has softened on the yellow but reds and whites remain in short supply with the market strong. Washington is going with Over Winter yellow onions and light availability on reds. Washington new crop onions will start in the next week to 2 weeks.

POTATOES

Large size Russet potatoes remain extremely limited in Idaho with 40 and 50 count very limited. Shippers still have deals available on 100ct and smaller cartons. New crop California Russets are available, but limited on large sized product as well, with good quality. Wisconsin is becoming more limited with availability. Colorado has limited supplies and quality is still good. California new crop colored potatoes available with very good quality. There are supplies available out of Stockton and the Bakersfield area. Southern Washington is going with good availability on reds.

SQUASH

Eastern Squash: The primary volume on squash is out of the Northeast, Michigan and Ohio. The market on both green and yellow should remain steady for a few more days and then soften by the front of the week as warmer weather sets in throughout that region.

STONE FRUIT

Mild temperatures have settled in the Central Valley's major fruit growing areas and there continues to be very good production on tree fruit. Movement remains slow and there are deals available in the large sized fruit especially in that of Peaches. Nectarines remain very tight, and will continue to be tight over the next 7-10 days. Yellow/White Peaches, Yellow/White Nectarines, Pluots, and Plums are available. Washington is still in light production of Apricots, but there is only a limited amount of time left. Cherry production remains excellent in Washington State and excellent quality fruit is available.

TOMATOES

Eastern: There are multiple growing locations going now from AK to the Carolinas and the Eastern shore areas are now going. TN, OH, NJ, and MI are right around the corner to start harvesting. The Roma market is easing up as more areas are supporting the supply chain.

WATERMELONS

Watermelons are in light supply to finish this week and there continues to be only light production out of Oregon. Bakersfield is remains the peak production area for new crop fruit. Markets are slightly higher on seeded and seedless with stronger demand. Quality is very good for both seeded and seedless.

VALUE ADDED

Processors continue to deal with fringe burn issues on romaine and head lettuce. Some light bruising has also been reported on chopped romaine. Broccoli processors are steady with supplies and availability. Complaints have been minimal on green onions. Shippers continue to stress keeping the cold chain in tact with all processed items. Any temperature abuse will cause a serious drop in shelf life.



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PRODUCE SPOTLIGHT

ARUGULA (or ROCKET)



This is an herb, vegetable or salad green, depending on the recipe. Try it torn up as a salad on it's own with chopped apples & blue cheese, or just add to a lettuce salad for a zip. A wonderful salad is made with spicy arugula, shredded radicchio, a few seeded and sliced cucumbers and a simple vinaigrette. Or as a lettuce-replacement on a sandwich. It can also replace spinach in many cooked spinach recipes. (How about that famous American appetizer: spinach dip?)

Here is a traditional Italian recipe for arugula that I have never seen or heard of anywhere except in Tuscany – and, for that matter, in Volterra. It can get a little pricey because of the bresceaola (dried beef) and reggiano, but my oh my it is good! Place a layer of arugula on a plate. Cover it with one layer of thin-thin-thin sliced bresceaola (or, to make the bresceaola go farther, I cut the sliced bresceaola into strips about 1/4" wide and generously scatter them). Then shave off pieces of parmigiano reggiano (and you DO need the good stuff for this) and scatter them over the top. Generously splash on a good amount of e.v. oil, the greener the better. And squeeze a generous amount of lemon juice over the top. (It's not authentic, but I truly think Meyer lemon tastes better in this context.) Grind on some pepper and toss the whole thing. Mangia! Recipe from Marcia DeHart-Pensingier

Nutrition

Like most salad greens, Arugula is very low in calories and is high in vitamins A and C. A 1/2 cup serving is two calories.

History and Lore

In Roman times Arugula was grown for both it's leaves and the seed. The seed was used for flavoring oils. On another interesting note, Rocket or Arugula seed has been used as an ingredient in aphrodisiac concoctions dating back to the first century, AD. (Cambridge World History of Food).



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5 Summer food mysteries solved.

True or False? Garlic wards off mosquitoes.

False. Researchers at the University of Connecticut tested the theory. It didn't work, but maybe because the participants didn't eat enough, say the scientists. **Garlic Lover's Rub** n this wet rub, we let the aromatic champion take center stage.

- 8 cloves garlic, minced**
- 1 tablespoon extra-virgin olive oil**
- 2 teaspoons stone-ground mustard**
- 1 1/2 teaspoons kosher salt**
- 1/2 teaspoon freshly ground pepper**
- 1/2 teaspoon freshly grated lemon zest**

Combine garlic, oil, mustard, salt, pepper and lemon zest in a small bowl. Using your hands, spread the rub evenly onto 1 1/2 pounds (6 servings) of your chosen protein just before grilling.

True or False? Watermelon isn't very nutritious; it's all water!

False. Watermelon is mostly water: 92 percent. But it also has its share of nutrients. One cup of watermelon provides good amounts of vitamin C and red watermelon contains lycopene, an antioxidant that's associated with reduced risk for certain types of cancer. **Watermelon Ice** The only thing more refreshing than a slice of watermelon is a scoop of watermelon ice. Choose seedless watermelon for this ice.

True or False? The compound that makes raspberries red also may help keep blood vessels healthy.

True. Raspberries are red because of anthocyanins, antioxidants that have been associated with improved blood-vessel function. The yummy berries are also loaded with vitamin C and are high in fiber.

True or False? Licking ice cream is more satisfying than eating it with a spoon.

True, according to Kay McMath, a food technologist for New Zealand's Massey University. "Flavor in ice cream is released when the fat—which carries the flavor—is warmed to at least body temperature," says McMath. When you lick ice cream it coats the tongue and fully warms the frozen treat. A spoon, on the other hand, insulates the ice cream. And then there's the psychological aspect of savoring the treat more slowly: you just cannot lick ice cream as fast as you can spoon it.

True or False? A pina colada can have as many calories as a cheeseburger.

True. Both have about 400 calories. Some of summer's most popular drinks can boost your daily calorie tally substantially. A margarita has about as many calories (367) as a hot dog with cheese and chili (375). And, from a calorie perspective, drinking a wine cooler is like eating a generous scoop of potato salad. **So before you say "Bottoms up," consider the calories in your favorite summer sipper and get healthier recipes for your favorite summer drinks.**