



ADAMS
A Fresh Produce Distributor



WEEKLY NEWSLETTER AND COMMODITY REPORT

APRIL 14th, 2010

WEATHER REPORT

A fairly powerful storm system will exit California today after bringing another round of rain to the region over the past couple of days. High pressure building over California following this system will bring sunny and dry weather with warming temperatures to the western growing regions the latter half of the week. This will be a welcome relief from cold rainy conditions of late. Temperatures in the high 60s to low 70s are expected into the weekend. Mid range forecasts show another storm system approaching California over weekend bringing cooler temperatures (Low 60s) and a slight chance of rain. Current forecasts are unclear about the track of this system at this point and we will continue to monitor the situation.

A high pressure system over the Mississippi Valley will slowly slide east through the week. This will keep the Southeast mainly dry with warm temperatures, into the mid 80s into the weekend. A slight (10%) chance of light showers is possible early this week mainly across the southern most regions.

****WHAT YOU SHOULD KNOW****

- **Green bell peppers remain very short and quality is only fair. Red and yellow bells are also becoming very tight.**
- **Bartlett pears are finished for the season.**
- **Nappa cabbage is still extremely light in availability due to excessive seeder in the fields.**

MARKET REPORT

ITEMS TO WATCH -- MARKETS VOLATILE, PRICES UP, QUALITY FAIR

Bell Peppers Berries Cucumbers Tomatoes

ITEMS TO WATCH -- MARKETS GOING DOWN/STEADY, QUALITY GOOD

Asparagus Broccoli Cauliflower Celery Citrus Grapes Green Onions Lettuces (all head) Potatoes Squash
Stone Fruit Onions Watermelon

APPLES/PEARS

Washington packers still need help moving large reds and gold's especially in the higher grades. Smaller foodservice reds and gold's are still very limited as is lower grade fruit in all sizes. Granny-Smiths are still short on the larger fruit and lower grades. Export demand from Mexico is strong and supplies of the smaller Gala variety are lower because the smaller shippers have finished packing. As Gala supplies drop the deals on the other small varieties will dry up too. The tremendous deals on 48/56/64's are still available on many varieties. Please consider varieties other than red delicious for your foodservice orders that require small fruit. D'anjou pears are in excellent shape with good supplies in Washington and are also mostly large. Bosc, Seckel, Concorde, Comice and Red Crimson varietal pears are available as well although supplies are low as the varietal pears finish for the season.

ASPARAGUS

The asparagus market is steady. Supplies are light out of Washington. Mexico product will start to wind down in all areas except the Baja region, where production will continue through the month of March. California production continues to produce better production numbers. Peruvian product is still available on the East and West Coast.



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AVOCADO

California growers continue to improve their harvest volumes. Fruit is beginning to size up. Mexico's volume is lighter as growers continue to hold off on production.

- **Mexican Fruit:** Growers continue to slow their harvest to firm their market and with California coming in with better volume the Mexican supplies will lighten up.
- **California Fruit:** Growers are harvesting good supplies as fruit is sizing up. Demand is good.

BELL PEPPERS

Eastern Bells: The market has dropped on Florida bell pepper, particularly in the off grades. Volume is up a bit but no where near where it should be for this time of year. We are still a good 2 weeks away from ample supplies so the market could hold at this level or even go back up a bit in the coming weeks.

BERRIES

- **Strawberries:** Again California received anywhere from a 1.00 inch to 1 ½ rain in the Strawberry growing areas Sunday/Monday of this week. This has tightened up supplies and firmed the market up. Quality is fair due to the weather. You will see white shoulders, Green tips, water soaked berries, DK, and pin rot. Quality will improve in the next 4 to 7 days if the weather stays clear. The long range forecast is calling for rain again this next weekend. Florida strawberry growers are done for season for the most part. What they are still harvesting is best kept in Florida.
- **Raspberries:** Supplies are very light with a firm market. Supplies will slowly improve by the middle of next week. Quality is good.
- **Blackberries:** Better supplies coming out of Mexico are causing this market to weaken slightly. Quality is good.
- **Blueberries:** Supplies are light with a stronger market. Demand is good. Quality is fair to good.

BROCCOLI

This market is stronger to start the week. There are enough supplies for contract business on bunched product and crowns but many suppliers are scrambling to cover open business. Strong rains in California over this past weekend has caused suppliers to be on hold for Monday harvesting due to extreme muddiness in the fields. Harvesting is occurring in Salinas, Santa Maria and there is still a little production in Arizona.

CARROTS

California carrots are coming out of Bakersfield for the next week or two weeks with good supplies. Yield and quality are good and there should not be any gaps for the next couple of months.

CAULIFLOWER

This market is much stronger. The rains and lack of product in the field has made this commodity very tight. Expect availability to be very tight throughout the week. Santa Maria will have production as well as Salinas. Yuma production is finished. Expect pricing to be very active throughout the week.

CELERY

There are still some suppliers willing to deal on 24 count celery and deals can be made. Overall, this market is stable. Supplies are coming out of Oxnard predominantly. The quality continues to be good in terms of color and texture. There continues to not be any product available in Salinas at this time.

CITRUS

- **Lemons:** Demand and pricing steady. Quality is very good.
- **Limes:** Limes are very short and expect them to stay short until mid May when the new crop is expected to start.
- **Oranges:** Demand and pricing steady. Crop continues to peak on fancy 72's, 56's and 88's.



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CUCUMBERS

Eastern Cucumbers: The off shore deal in Florida is finished. There are steady supplies of domestics and the market is trending downward. However, the beginning of the spring cucumber shipments means possible issues with color and sizing. Quality and volume will improve in the coming days with plenty of fair weather in Florida's forecast. This market should continue its downward trend.

GRAPES

Demand is still light and shippers are looking to keep product moving with deals on both coasts. There are Crimson, Rubies and still some Flames available. Some shippers are going into their storage reds but there are still plenty of red grapes coming in from Chile. The Greens, Sugarones and Thompsons, are still the most prevalent but look for product to begin to lighten up on the greens over the next couple of weeks as the marketing order has come and gone. Black seedless is in better supply and excellent quality. Red Globes with very good quality and good availability.

GREEN ONIONS

This market is stable. Labor issues continue as growers try to assemble harvesting crews in the wake of last week's earthquake. Pencil sizes continue to have the largest availability. There continues to be a few issues on light yellowing on processed items.

LEAF LETTUCE

The leaf market is steady. Huron and Salinas are in production. Yuma production is finished. Huron is seeing small insects at harvesting time like the previous week. This issue will likely continue throughout the week with all suppliers producing from this growing region so please be aware. Heavy rains over the weekend will cause for delays in loading to start the week.

LETTUCE

This market is stronger. Production numbers have increased in Huron. Some small insects continue to be seen on lettuce in Huron and this will continue to be seen throughout the week. Yuma has some production through this week if the need arises. The sizing is up and down in consistency with small and misshapen heads seen in all the growing regions. The issues of pink ribbing, discoloration, and mechanical damage are still seen upon arrival.

MELONS

- **Cantaloupe:** Good availability with less demand. Honduran and Guatemalan product are both coming into the US. Product is coming into Pompano and Manatee, Florida. There is product on the West Coast out of the LA area and some fruit coming into New Jersey as well. Quality is excellent.
- **Honeydew:** Still very good supplies of Honduran and Guatemalan product with light supplies coming in from Mexico. Offshore fruit is still arriving into Florida, California and New Jersey. Product quality is getting better. Nogales is receiving Mexican fruit with fair quality.

ONIONS

The northwest market is way up as they are almost finished for the season. Only a couple packers have onions left in Oregon, Idaho, and Washington. The remaining northwest packers continue to manage their storages to supply regular and contracted customers. The northwest yellow sizing remains heavy to jumbos and larger with few mediums and fair to good quality depending on the shipper. Whites are still extremely limited and in a demand exceeds supplies situation although the market is stable. The Mexican and Texas onions are peaking on mediums and pre-packs in all three colors, so the volume of jumbos is relatively low. There are some super-colossal and colossal yellows but supplies are very light. The Texas volume should be up this week compared to last but they did get rain over the weekend so that will slow them down. The quality from Mexico has been good to fair on all colors. Texas quality has been good in all colors. Texas yields are lower than normal so expect supplies to remain limited esp. on the larger sizes and in all three colors.



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POTATOES

Idaho remains limited on the larger counts while the smaller sizes are abundant. The larger counts are so tight that many suppliers are asking for 48 to 72 hours lead-time to cover larger quantities. Burbanks will be the main variety for the rest of the storage season and will continue to peak on 80/90/100's. The norkotahs are still peaking on 60/70's but are in very few hands and the shippers that still have them will finish by the end of the month. Washington norkotahs are steady to slightly higher on all counts although they are very limited on 90's and 100's. They still have excellent quality and are peaking on 70/ 60's. Wisconsin and Colorado shippers continue to pack norkotahs as well. The Colorado market is slightly stronger due to the lack of size in Idaho. Wisconsin is coming to the end of the season and is higher on all sizes due to lighter supplies. The quality in Colorado is mostly good while Wisconsin ranges from poor to good. Mount Vernon, Washington is virtually done with reds and is finished with Yukon-gold's. North Dakota continues to pack reds and golds but the availability is way down and they continue to price day-of-shipment. Idaho packers are going with reds and golds as well but the demand is very strong and they are pricing day-of-shipment as well. California packers continue to pack all colors and are getting increased volume now. South Florida is also running reds and yukons along with whites. The volume is up so they are more of a factor now.

SQUASH

Eastern Squash: The squash market is on its way back up in Florida. Recent heavy rains have led to quality issues and decreased volume. Expect green and yellow to hold at the current level for the next few days.

STONE FRUIT

Off shore peaches, nectarines and plums are all available with good quality and availability. Domestic cherries will start up around the first week of May with other stone fruit coming on around mid to late May and good volume in June.

TOMATOES

Eastern: Florida continues to have shippers getting a little stronger with production, anticipating some fruit to become available from what very light production there actually is. Shippers continue saying possibly the middle to the end of May before supplies increase to normal production levels. The couple of shippers who are coming up with some fruit have quantities that are small and insignificant in the big picture. There have been considerable quality issues with the Florida fruit such as scaring and misshaped fruit. As mentioned volumes will continue to be less than normal, but quality should improve as growers continue to pick and clean up the plants. There has been no change in quality to date. Coming on fairly strong are Grape and Cherry tomatoes. We can expect to see higher than normal fob's on the round tomatoes probably up through the spring accompanied with shortened supplies.

WATERMELON

Better supplies on both seeded and seedless product with the holiday pull over and better volume coming in. Also quality is better. The mini seedless are in better supply and quality is good, the market is lower.

VALUE ADDED

On value added items, production is going strong in Salinas. This ends all value added production in Yuma. Expect some discoloration on romaine and lettuce items upon arrival. Product quality has been up and down out of the Huron region.



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HEALTH MATTERS

Nutrient Density: What makes Superfoods so super?

What Is Nutrient Density

How do you decide which foods you want to eat? Flavor? Texture? Convenience? Comfort? Many people choose the foods they eat based on immediate gratification, without much thought about the long-term effects of their selections. That often results in choosing foods that taste good, but are not good for you. What about the nutritional value of the foods you eat? When you choose your foods, be sure to consider the nutrient density of the foods. Nutrient density refers to the amount of nutrients for the given volume of food. Nutrient-dense foods have lots of nutrients, generally with fewer calories. All those superfoods you've heard about are nutrient dense foods. Energy-dense foods have more calories for the volume of food and generally fewer nutrients.

How Nutrient Density Works

You are hungry and it is a few hours until dinner so you decide you want a snack. You can choose either an apple or a glazed donut. They are roughly the same size and either food works as a quick snack so you can get back to work. Which one do you choose? Hopefully you chose the apple. Why? The apple has around 80 calories and lots of vitamins, fiber and [phytochemicals](#) that will keep you healthy. The fiber and water in the apple will fill your stomach and keep you satisfied until dinner.

The donut has calories. Lots of calories. In fact, the donut has more than 200 calories but it doesn't have many nutrients. There is only about one gram of fiber so it won't keep you feeling full either, so eating that glazed donut will frequently lead to eating a second one. The donut also has lots of unhealthy saturated fat and plenty of sugar. Sure it tastes good, but your body might pay quite a price for the immediate gratification.

You can also compare nutrient density using the amount of calories in the food rather than volume or portion size. Let's compare a cup of carrot slices to four saltine crackers. Both snacks have about 50 calories, but the carrots have many more nutrients for the same number of calories. The carrots are nutrient dense; the crackers are energy dense. This is important for people on weight-loss diets. Foods that are low in calories, but high in fiber and other vitamins, will keep you satisfied and healthy while you lose weight.

Eating nutrient-dense food will ensure you are getting all the nutrition you need. A nutrient-dense diet won't leave you feeling hungry so maintaining your weight is much easier. Choosing nutrient dense foods can become second nature. Once you understand which foods are more nutrient dense, the rest is easy. Just remember that the foods you eat can affect your health in a big way.

Nutrient-Dense Meals

You can prepare nutrient-dense meals by choosing nutrient-dense superfoods and ingredients for your dishes. A nutrient-dense meal should have one serving of a healthy protein source such as legumes, fish, poultry or low-fat meat. One serving is typically about the size of a pack of playing cards. The rest of the meal should be made up of healthy side dishes. Vegetables are always good, even with a little bit of cheese or sauce. Whole-grain pastas, brown rice and wild rice are good choices as well. A green salad with lots of vegetables can make a nice nutrient-dense superfoods side dish or can be a great meal on its own. Clear soups with lots of vegetables are nutrient-dense compared to cream soups which have more calories and are more energy dense.