



ADAMS

A Fresh Produce Distributor



WEEKLY NEWSLETTER AND COMMODITY REPORT

August 17, 2010

WEATHER REPORT

California's Central Coast is forecast to remain in a fairly typical summer time weather pattern this week although slightly cooler than seasonal norms due to the stubborn heavy marine inversion layer. Morning low clouds and fog, especially near the coast with slow clearing by the afternoon. Temperatures will range from the mid 60s near the coast to the 80s to low 90s in the warmest interior valleys.

ITEMS TO WATCH

- **Strawberry quality is fair at best**
- **Blueberry market getting active and quality getting weaker due to weather and Northwest season slowing down**
- **Freeze in Argentina could hurt upcoming blueberries supplies in mid September**

MARKET REPORT

ITEMS TO WATCH -- MARKETS VOLATILE, PRICES UP

Blackberries Blueberries Leaf Lettuce Pears Raspberries Strawberries Tomatoes

ITEMS TO WATCH -- MARKETS GOING DOWN/STEADY

Apples Asparagus Avocados Bell Peppers Broccoli Cantaloupe Cauliflower Carrots Celery Cucumbers Grapes
Green Onions Honeydew Iceberg Lemons Onions Oranges Pears Potatoes Squash Stonefruit Watermelon

APPLES/PEARS

Washington CA Red Delicious and Granny-Smith apples are still heavy to large fruit and the premium grade. The smaller sizes and lower grades remain tight and are getting tighter because of early school demand, so stay ahead on them. Other than small fruit the markets on reds and Granny's are mostly steady to slightly lower, with only fair demand. A few Gingergolds are available but supplies are light and the demand has been strong. Galas are supposed to start next week. California continues to pack Gala's and is heavier to the 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. Bosc pears are also available and heavier to small fruit as well with a steady market.



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ASPARAGUS

This market continues to be firm on all sizes. Supplies continue to be very light on jumbo sizing. Harvesting crews in Mexico have had challenges due to heavy past rainfalls in the growing regions. Expect product to have light availability throughout the week. Peru has had cold weather issues that have kept production at a minimum. Jumbos will be extremely difficult to purchase throughout this week. Pre-booking orders as early as possible is highly recommended.

AVOCADO

California harvest is now past the 65% harvest point. Harvest is expected to go into September. Demand remains very strong. Mexico is practically a non factor at this time. Off bloom fruit should be available in a couple of weeks, and new crop in September.

California Fruit: The California harvest is still peaking on 48's, with supplies of smaller sizes light.

Mexican Fruit: Growers have very little fruit to cross into the states. The latest update on the beginning of their off bloom season is late August.

BELL PEPPERS

Western Green Bells and Colored Bells:

The Le Grand, Stockton and Gilroy areas are going with good volume on Green bells. New crop Red bells are coming into good supplies, with Yellow bells gapping for 3 to 7 days.

Eastern Bells:

The bell pepper market should remain steady for the balance of the week. Consistent demand, however, is keeping prices from dropping too low despite good volume in Michigan/Ohio.

BERRIES

Strawberries: Moderate demand and lighter supplies is causing a firming market. The weather has been unchanged for weeks now with foggy and cool mornings. This has been taking a toll on the quality of the strawberries. The moisture from the fog in the mornings is causing the fruit to bruise, mold up and breakdown sooner than you are use to. This is not isolated to any one shipper even the best of shippers are having the same issues. The fruit might look good when it comes in but mold will start to show up at anytime the cold chain is broken. It is time to only order what you need due to the short shelf life of the fruit. Shippers are getting very selective on where they are going with their fruit at this time and are keeping their fruit with customers that understand the condition of the fruit. The forecast is for the weather to stay cool and foggy into the weekend. Sizing is medium with counts in the mid teens. Strawberries are still being harvested in Santa Maria and Salinas/Watsonville areas.

Raspberries: Good demand with moderate supplies is causing a slightly firmer market. Quality is still being reported as good.

Blackberries: Good demand and lighter supplies is causing a firming market. Quality is fair mainly due to the cool wet mornings in the growing areas.

Blueberries: Light supplies and moderate to good demand is causing a firm market this week. Weather has been taking toll on harvest and quality in the blueberry growing regions. Look for quality to go down hill. Supplies are coming out of Oregon, BC and Michigan. The pack sizes are changing to 6oz and 4.4oz being the main pack sizes. This is mainly due to the season starting to wind down. Up coming blueberries supplies could be very limited due to a freeze in Argentina last month. We could feel the effect of this mid September thru middle of October. As more information comes out I will update everyone.

BROCCOLI

This market is steady. The availability is excellent on bunched product as well as crowns. Vendors are offering special pricing on load volumes so please be aware. There are plenty of deals available. 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 and there should not be any gaps for the next couple of months.



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CAULIFLOWER

The cauliflower market is steady to start the week. There are good supplies in Santa Maria and Salinas and the pricing is very competitive. The best availability is coming in the twelve counts. This is a good commodity to promote for the week as suppliers will look to keep inventories clean.

CELERY

This market continues to be steady to start the week. There is good availability on small as well as large sizing. Salinas and Santa Maria continue to be the main growing areas of production. The weights and quality of celery continue to be strong. Pricing is competitive and load volumes are available at discounted pricing.

CITRUS

Lemons: Supplies are good, with very good demand. The market continues to firm on 140's and larger. Quality is good.

Limes: Supplies are good on all sizes. Fruit is peaking on 175's, 150's and 200's.

Oranges: Valencia's are in good supplies and demand continues to increase on small sizes with school business. Market pricing on small choice grade fruit is firming.

CUCUMBERS

With supplies back up and plenty of fair weather in Michigan and Ohio, the cucumber market is working its way back down. Quality has greatly improved.

GRAPES

Red flames still with good availability and a run of sizes. The market is staying steady with the large fruit pulling premium pricing. Red Crimsons are available with limited availability but very nice extra large fruit. Thompsons and Sugarones are available peaking to large and med/large fruit. Princess Green seedless is available with very good quality and large to extra large size. Summer Royal blacks are available with good quality and size. California red globe with light availability and good size.

GREEN ONIONS

This market continues to be steady. Little demand has allowed for supplies to become stronger with many suppliers. Pencil sizing continues to have the best availability followed by mediums. Quality issues have been minimal.

LEAF LETTUCE

The leaf market is firm to begin the week. Romaine hearts continue to be light in availability and this will continue throughout the week. Mildew and tip burn issues are a continued problem on all leaf items. Salinas is experiencing high levels of fog that simply is not good for growing. Yields are down and mildew issues are being dealt with by all suppliers. Supplies will remain tight all week with prices expected to be higher on a daily basis.

LETTUCE

The market is firm to start the week. Pricing on this commodity will likely increase as the week progresses. Heavy fog in the Salinas valley is slowing the growth pattern down. The weights are reported to be between 44-47 lbs. on palletized. Expect the weights to be lighter as the week goes on. Mildew, tip burn, some decay has been seen in will be the cause of lighter weights as the shippers must trim back quality defects to get clean packs.

MELONS

Cantaloupe: Sugar levels are very good with solid fruit and very good quality. Much better volume this week but still peaking on 9's and small fruit remains limited. There are still deals out there on all sizes for large volume orders.

Honeydew: The west side fruit is still peaking on 5's there is better availability on the 6's and 8's are still limited. The deal size are 5's. Quality is very good and volume continues to increase.



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ONIONS

California continues packing all colors of onions. The demand has been light and prices are lower on yellows. Reds are steady even with limited supplies since so may other areas are going now. Whites are also very limited with a steady market. California sizing is average on all colors. New Mexico is packing all colors but is starting to wind down. Prices are steady on yellows due to rain over the weekend. Whites are steady but limited and reds are as well but the quality in New Mexico has been off on their reds. Colorado continues packing a few yellows and reds. Their sizing is also average on both colors and they are steady to slightly lower. Washington and Oregon have also started packing light supplies of colors. Canada is packing yellows and reds.

POTATOES

Idaho continues to peak on smaller size cartons in the old crop but supplies are drying up fast! The market has stabilized but the larger counts are still short. A couple packers have started with new-crop Norkotahs. Idaho's quality has been mostly good although peeper-sprouts and internal black-spotting have shown up sporadically in the Burbank. Washington continues packing new-crop norkotahs and is peaking on 80-count. The early potatoes have been of good quality and have had good maturity. The Washington market is steady to slightly lower on all sizes. One Colorado shipper has old-crop norkotahs while the rest are packing new-crop. The Colorado/Nebraska potatoes are smaller and still peaking on 90/100 count and have had good maturity. Demand for new-crop has been strong although prices are down slightly. Minnesota is also packing russets right now and they have 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 down slightly as more shippers have started.

SQUASH

Squash should remain at current levels for the balance of the week. Quality has been good but demand has stayed strong.

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.

TOMATOES

Michigan and Ohio regions are struggling with volume due to rains followed by intense heat. The heat has led to bloom drop, meaning lighter than normal supplies there as well. We can expect short supply and higher fobs. Growers are expecting at least a 10 day depression with production. We are seeing higher fob's and shortened supplies across the board on all tomato varieties.

WATERMELON

Domestic fruit is going strong with very good quality and supplies. There are promotable volumes and pricing is steady to lower. Load volume deals are available.

VALUE ADDED

The lettuce quality is not as strong compared to last week. The supplies of romaine will be average throughout the week. There continues to be a few issues upon arrival of brown to red discoloration on romaine and lettuce items. The quality of value added items with romaine and lettuce items will not be as strong as previous weeks.