



ADAMS

A Fresh Produce Distributor



WEEKLY NEWSLETTER AND COMMODITY REPORT

CUSTOMER SPOTLIGHT

Sunset Cork Room



The Sunset Cork Room is an exciting new concept for the Gulf Coast. They offer unique wines from around the world complemented by beautiful appetizers and exquisite desserts. The resident Chef Rudy will have your mouth watering and the staff will have you relaxed and at ease.

“A little off the beaten path,” the Cork Room is an excellent way to escape the typical beach fare and step into a more sophisticated, personal atmosphere.

Hours:

*Tuesday – Saturday
4:00 p.m. – 10:00 p.m.*

Location:

*225 East 16th Avenue
Gulf Shores, AL 36542*



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August 24, 2010

WEATHER REPORT

California's Central Coast is forecast to receive a drastic warm up early this week as a strong high pressure ridge builds over California. This mini heat wave will be short lived however as the region is forecast to return to the unseasonably cool and moist weather pattern by weeks end. Long range forecasts show little relief to the cool summer conditions we have seen all season long. Record high temperatures are possible throughout the region with Tuesday expected to be the warmest day of the week.

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

- **Blueberry market is very active with light supplies 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 Cantaloupe Oranges Squash

ITEMS TO WATCH -- MARKETS GOING DOWN/STEADY

Apples Asparagus Avocados Bell Peppers Broccoli Cauliflower Carrots Celery Cucumbers Grapes Green Onions Honeydew Iceberg Leaf Lettuce Lemons Onions Pears Potatoes Raspberries Stonefruit Strawberries Tomatoes Watermelon

APPLES/PEARS

Washington, CA Red Delicious and Granny-Smith apples are still heavy to large fruit and the upper grades. The smaller sizes and lower grades remain tight so stay ahead on them. Other than small fruit the markets on CA reds and Granny's are mostly steady to slightly lower, with only fair demand. Gingergolds are available but supplies are still light and the demand has been strong. Galas are starting today. Washington has a few Bartlett pears. They are peaking on larger fruit and the US#1 grade. 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. Bosc pears are also available and heavier to small fruit as well with a steady market. Comice is also available and there should be a few Forelli's by the end of this week.

ASPARAGUS

This market is softer on all sizes except jumbos. Supplies will continue to be very light on jumbo sizing throughout the week. Peru has had cold weather issues that have kept production at a minimum. Mexico production has picked up. Continue to place orders as early as possible to assure coverage of orders.

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AVOCADO

California harvest is now past the 70% 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. Growers are now slowing harvest to spread fruit supplies out through September when export fruit volumes are expected.

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. Red bell supplies are good, with Yellow bells remaining limited for 2 to 3 more days.

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.

BERRIES

Strawberries: Warming trend in the strawberry growing could bring on some more volume but could hurt the quality. Quality could be hurt by fruit being softer which in turn will bring on more bruising. The warming trend is only supposed to last into Wednesday and then we are to get back to the cool foggy mornings. Areas Strawberry quality has not changed it is still fair to good at best. 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. Sizing is medium with counts in the mid teens. Strawberries are still being harvested in Santa Maria and Salinas/Watsonville areas. Moderate demand and supplies is causing a steady market.

Raspberries: Moderate demand and supplies is causing a steady market. Quality is still being reported as good.

Blackberries: Moderate demand and lighter supplies is causing a firming market. Quality is improving.

Blueberries: Very light supplies and moderate to good demand is causing a firming market this week. Blueberry season is starting to wind down a little quicker than normal. Weather in the Michigan and BC growing areas is the main cause of supplies falling short. Growers are transitioning their packs from pints back into 6oz and 4.4oz. Look for quality to go down hill. 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 to start the week. The availability continues to be strong 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.

CAULIFLOWER

The cauliflower market is steady to start the week. There are good supplies in Santa Maria and Salinas and the pricing continues to be very competitive. The best availability is coming in the twelve counts. Supplies should be good throughout the week with most shippers.



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CELERY

This market continues to be steady. There is good availability on small as well as large sizing. Salinas and Santa Maria continue to be the main growing areas of production. Production numbers may be lighter at the end of the week. The weights and quality of celery continue to be strong. Pricing is competitive.

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 lighter to start the week with wet weather in the Mexican growing areas.

Oranges: Valencia's are in good supplies on the larger sizes and demand continues to increase on small sizes and supplies of 113's and 138's are tight.

CUCUMBERS

Volume has remained good, despite the wet weather in Michigan and Ohio, and demand has tapered. The market has dropped and should remain at the lower levels for the balance of the week.

GRAPES

Red seedless Flames and Crimson are now available. The Flames are still peaking to med/large with the Crimson seedless peaking to large. Quality is very good on both varieties. Thompson green seedless are available and running to the medium large size as well while the Princess green seedless are nice and large. Summer Royal black seedless and red Globes are also available with good quality.

GREENONIONS

This market has not changed. Pricing and quality is steady out of Mexico. 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 steady to start the week. Expect pricing to get softer towards the end of the week as demand appears to be light. 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. The growing regions will have high heats over the next few days and this will inevitably affect the quality of all leaf items.

LETTUCE

This market is firm. Heavy fog in the Salinas these past weeks, coupled with expected high heats in the growing regions this week will keep the market in an unusual state. Expect a variance of pricing amongst the different suppliers as some will be affected more than others. 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 than over the last few weeks. Quality is still very good and sizes are very large peaking to 9's with very little small fruit.

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

ONIONS

California continues packing all colors of onions but will finish up by the end of next week. The demand has been light and prices are lower on yellows. Reds and whites are steady even with limited supplies since so many other areas are going now. California sizing is large on the yellows and average on whites and reds. New Mexico is packing all colors but is almost finished. Colorado continues packing yellows and reds and has average size in both colors. Their market is steady to slightly lower on both. Washington and Oregon have also started packing light supplies of all colors. Most shippers have small yellows but some have decent size. The northwest prices are lower 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.

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POTATOES

Idaho continues to peak on smaller size cartons in the old crop but supplies are dwindling and only a couple shippers are still running burbanks! The market has stabilized but the larger counts are still short. Most packers have started with new-crop Norkotahs and they are still mostly peaking on 80/90/100's although some have more 70's. Idaho's quality on old-crop has been mostly good although peeper-sprouts and internal black-spotting have shown up sporadically. New crop quality has been good with only light skinning. Washington continues packing new-crop norkotahs and is peaking on 80-count. The early potatoes have been of good quality and good maturity. Washington's 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 slightly lower. Minnesota is also packing russets 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 lower in both areas as more shippers get in.

SQUASH

The squash market has tightened up considerably. While prices haven't jumped all that much, the supplies are limited and will remain so through the end of the week. Georgia will begin shipping squash at the end of the week but volume will be very light for the first couple of weeks.

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

Demand remains lower than usual while growers struggle to get production back up to the normal levels it currently should be. The persistent heat continues to be a factor in the east, but growers can see a little recovery in sight for the Eastern Shore growers to improve the round supply. Roma, grape and cherry tomatoes are in low production currently for what the volumes should be. Smaller "local" growing operations are also behind due to the heat.

WATERMELON

Domestic fruit is going strong with very good quality and supplies. 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 moderate as processors continue to purchase as much acreage as possible. 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 will be excellent on all broccoli items.