



ADAMS

A Fresh Produce Distributor

FEBRUARY 23rd 2009

When you get right down to the root of the meaning of the word "succeed," you find that it simply means to follow through.

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ITEMS TO WATCH -- MARKETS VOLATILE, PRICES UP

Asparagus
Watermelon
Celery

Iceberg Lettuce
Green Beans Bushel
Yellow Squash

Leaf Lettuce
Yellow Peppers

Romaine Lettuce
Red Peppers

ITEMS TO WATCH -- MARKETS GOING DOWN/STEADY

Asparagus
Broccoli
Cantaloupe

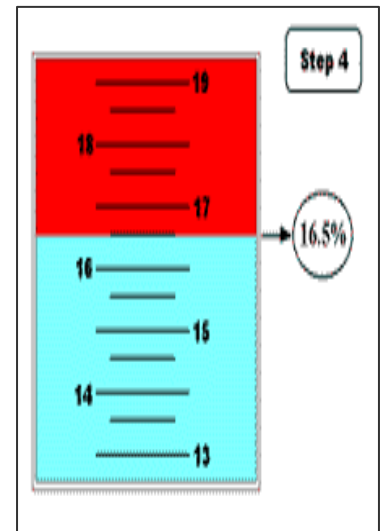
Raspberry
Cauliflower
Honeydew

Blueberry
Oranges
Acorn Squash

Blackberry
Red Grapes
Tomatoes

THIS WEEK'S BRIX READINGS

BRIX READINGS TABLE		Expose the refract meter measuring surface by lifting the surface cover.
CANTALOUPE 12ct	10.5	
CANTALOUPE 15ct	9	Carefully place a drop of the sample being measured onto the measuring surface.
HONEYDEW	9.75	
PINEAPPLE	13	Look through the eyepiece while holding the refract meter up to a light source.
RED GRAPE	24	
GREEN GRAPE	17.5	Read where the contrast line (difference between light and dark areas) crosses the scale. Record the brix value.
STRAWBERRIES	9.5	
RASPBERRIES	12	
BBLACKBERRIES	12	Brix is the measure of % sugar in a given sample. The instrument which is used to measure brix is called a refract meter.
BLUEBERRIES	17	





COMMODITY REPORT

APPLES/PEARS

Washington remains the dominant production area for apples and quality there is excellent. Regional production areas including Michigan and New York continue shipping light supplies of storage apples; demand remains light for those. Washington and Oregon Pears continue production from storage including Anjou, Bosc, Golden Bosc and few other varieties.

ASPARAGUS

The market has remained steady for the week. There are good supplies of Mexican product this week. Supplies are expected to be heavier on standard and large sizes. Extra large and jumbo sizes seem to have the lightest supplies. Peruvian asparagus has gained some strength in the marketplace with good supplies coming into the East Coast.

AVOCADO

- **Mexican fruit** – Mexican shipments are light, but steady coming to the states. Demand is very good.
- **Chilean Fruit** - Chilean season is coming to its end. Supplies are limited.
- **California Fruit** - Rain has slowed the harvest this week. Growers will resume as weather dries out, but no heavy harvest is expected until April.

BELL PEPPERS

- **Eastern Bells:** Peppers are holding steady as demand increases. Warm, dry temperatures moving into the area should help to ease this market.

BERRIES

- **Strawberries:** California production has started the week off at a stand still and continues very low due to rain over the weekend and partially into this week. There is very little to no fruit currently available in California. We can expect low to no production out of California for the duration of this week (weather permitting). Quality of what fruit California can harvest will be poor McAllen should be slowing down and coming to the end of very soon so expect a drop out of that area by the end of February. Florida has been experiencing much warmer weather than the past few weeks, and this is helping production significantly.
- **Raspberries** Raspberry production continues tight this week due to diminished transfers from Chile and Mexico. . There are significantly less raspberries crossing currently. There has been some local California production, but with the current rain patterns the numbers have fallen greatly. We can expect tight supplies for the foreseeable future.
- **Blackberries:** Blackberry production has been steady and continues steady with the exception of a couple of shippers that are in lower supply. There are consistent transfers from Mexico and reports of quality remains good.
- **Blueberries:** Blueberry transfers are slowing down from Chile and some shippers are looking for higher fobs. We are also seeing fruit getting held up at the ports due to USDA holds on vessels, which in turn is slowing the release of fruit and keeping supplies thin. Reports of quality have been mixed.

BROCCOLI

The broccoli market has started the week similar to the end of last week. Cold temperatures and rain have limited supplies in all of the growing regions. Cold weather and rain is expected through the front side of this week. Supplies will vary all this week depending on the rain.

CARROTS

Quality and availability continue to remain steady on the West Coast. Harvest is still coming out of Bakersfield.

CAULIFLOWER

This market is active with supplies getting tight. Some shippers are already buying on the outside to cover business. Supplies are limited with all suppliers. Again, cold weather and rain has altered the harvesting of this commodity. Pricing will likely get stronger daily. Product availability will be on the tight side throughout the week. Some quality defects that have been showing upon arrivals have been black spotting, off white color, and yellowing.

CELERY

This market is steady at higher prices. Supplies are still short on all sizes of celery. Strong rains and high winds in the Oxnard region have made this commodity very difficult to grow and harvest. Expect product to be tight throughout the week.

CITRUS

- **Lemon:** Supplies remain very good on 95's thru 140's. There are good supplies of 165's, with 200's on the tight side.
- **Oranges:** Wet weather has tightened supplies in the short term on Navels. In the long term, look for good supplies available through March. Peak sizes are 48's through 88's.

CUCUMBERS

- **Eastern Cucumbers:** The cucumber market is easing just a bit. Expect the market to hold at current levels as demand stays steady.



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COMMODITY REPORT CONTINUED

GRAPES

Chilean Flame red seedless grapes continue to arrive in good quantities to both the East and West Coasts, and there is also significant demand. Green seedless supplies remain very light and will remain so for the next 10-14 days. There are also decent supplies of Black seedless grapes. Red Globe seeded grapes are only available in light numbers

GREEN ONIONS

Supplies continue to be excellent out of the Mexico growing region. The market remains steady with very inexpensive prices. Defects such as decay, slime, and yellowing have been minimal.

KIWI

Italian Kiwi supplies are decent and demand is only moderate. Quality remains very good and with the fair demand the market will remain unchanged.

LEAF LETTUCE

This market is showing some strength on romaine. Supplies on green leaf are good. Most shippers are ahead of their projected harvesting times on the leaf fields. Quality continues to be above average. Some quality defects showing up will be epidermal peel, fringe burn, tip burn, and wind burn.

LETTUCE

The lettuce market is stronger than the previous week. Supplies seem to be average but some shippers are coming into the next day sold out. Strong winds left debris and dirt on a number of lots of lettuce. Also there will be epidermal peel due to the lettuce ice from last week.

MELONS

- **Cantaloupes:** Demand has fallen off considerably and there are ample supplies on both the East and West Coasts. Larger sized melons (9's & 12's)* dominate the volume being shipped into domestic ports and that will continue into next week. Florida and California alike are receiving very good numbers on Cantaloupes and shippers are looking to move fruit. Quality has been very good on Cantaloupes with excellent taste and high sugar levels.
- **Honeydews:** Honeydew supplies will remain very good this week and with the light demand there will continue to be good numbers available in most all sizes and on both coasts. Volume concentrations will be in the smaller sized melons (6 & 8ct)* and that is where most of the deals will be available. Quality has been decent and sugar levels are slightly higher giving way to better taste.

ONIONS

There are good supplies of all colors and sizes of onions in Idaho and Washington. Mexican product is now in Texas with good supplies of all colors, quality is very good.

POTATOES

Most shippers are back into packing both Norkotahs and Burbanks. 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 still have good supplies and quality. Colored potatoes are loading out of Washington, North Dakota and Wisconsin with good supplies and quality. California has good quality and supplies of colored potatoes.

SQUASH

- **Eastern Squash:** Squash continues to tighten up as a result of the cold, wet weather and windy conditions of past weeks. Anticipate quality issues on all squash for several more days.

TOMATOES

- **Eastern:** Tomato production in Florida is lower than Mexico but demand is keeping the playing field level. There has been no major upswing to pricing even with lower production. There seems to be more of the bigger fruit than smaller due to the smaller fruit having been affected by the recent cold temps more so than the larger fruit.

WATERMELONS

Watermelons are much more readily available now and Southern Mexico is coming into better production as this week finishes out. Quality is getting better on the Watermelons from Mexico, but Honduran import fruit is surpassing them and they in turn, currently have more demand. There are now a few seeded watermelons available from Mexico. With the increased supplies from Mexico and steady supplies arriving in the offshore fruit, the market is progressively getting softer.

Weather:

The high pressure ridge on the west coast will bring dry weather and warmer temperatures to the Southwest (CA, AZ) following the recent wet cycle. Seasonal temperatures are forecast into Saturday when a cut off low pressure system currently stalled out in the Pacific Ocean is set to move into California. At this time forecast models keep the bulk of precipitation in the northern part of the state. In the Southeast forecasts expect another round of freezing temperatures to impact the Florida pan handle and locals to the north Thursday through Saturday. This will bring a drastic cool down to the region and keep growers on alert in Northern Florida, Georgia and the Carolina's as this cold air mass moves through the region. At this time Central and Southern Florida are not expected to be impacted by these very cold temperatures.

SUPER FOODS: Broccoli

New research suggests that broccoli is especially good for the stomach.

A compound found in broccoli and broccoli sprouts appears to be more effective than modern antibiotics against the bacteria which causes peptic ulcers. Moreover, tests show that the compound offers tremendous protection against stomach cancer - the second most common form of cancer in the world.



The recent study, led by scientists at Johns Hopkins University, is the latest in a series of studies done in the past 10 years on the cancer-fighting potential of broccoli. Back in 1992, Johns Hopkins University pharmacology professor Paul Talalay and his colleagues showed that sulforaphane - a substance produced by the body from a compound in broccoli - could trigger the production of phase II enzymes. Phase II enzymes can detoxify cancer-causing chemicals and are among the most potent anti-cancer compounds known to man.