



## WEEKLY NEWSLETTER AND COMMODITY REPORT

JULY 20<sup>H</sup> 2009

### RESTAURANT SPOTLIGHT

Perdido Beach Resort



Perdido Beach Resort features two main on-site restaurants, Café Palm Breeze and Voyagers Restaurant. Palm Breeze, open 7 days a week for breakfast, lunch and dinners offers the freshest Gulf and local coastal waters seafood, as well as a daily breakfast buffet. Their menu features such favorites as the Stuffed Avocado – a half avocado stuffed with your choice of crabmeat ravigot or shrimp remoulade – as well as many signature sandwiches along with your favorite seafood dishes, steaks, and chicken and past.

Voyagers is a dinner-only restaurant serving from 5pm to 9pm, Wednesday through Saturday. They also offer the finest local seafood and produce, along with specific imported ingredients. At Voyagers, you can find all of your favorite cuts of steaks, along with veal, chicken, and seafood. Try the Wasabi Crusted Shrimp for some Asian flare! Voyagers also offers an extensive wine list featuring wines from California, France as well as Australia.



27200 Perdido Beach Blvd  
Orange Beach, AL 36561

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MARKET REPORT

ITEMS TO WATCH -- MARKETS VOLATILE, PRICES UP

Avocadoes	Lemons	Oranges	Jumbo Onions
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ITEMS TO WATCH -- MARKETS GOING DOWN/STEADY

Blackberry	Blueberry	Strawberry	Raspberry
Carrots	C/T Green Beans	Limes	Cantaloupe
Watermelon	Broccoli	Lettuces	Honeydew

BRIX READINGS TABLE

CANTALOUPE 12ct	10	GOOD
CANTALOUPE 15ct	NA	NA
HONEYDEW	10	GOOD
PINEAPPLE	17	EXCELLENT
RED GRAPE	18	EXCELLENT
GREEN GRAPE	20	EXCELLENT
STRAWBERRIES	12	AVERAGE
RASPBERRIES	11	AVERAGE
BLACKBERRIES	11	AVERAGE
BLUEBERRIES	12	AVERAGE

Within a given species of plant, the crop with a higher refractive index will have higher sugar content, higher mineral content, and higher protein content. This adds up to a sweeter tasting, more mineral-nutritious food with a lower nitrate and water content and better storage characteristics. As a broad generalization, produce over 12 Brix is considered good



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### MARKET REPORT

#### APPLES/PEARS

Royal Galas in the Northwest are all but finished for the season with the exception of a few select lots. Fuji and Red Delicious apples continue to come out of CA storage in high color and peaking on 100's and smaller. This remains a bit of a problem for the 88ct and larger market in these varieties as well and they are currently very tight (especially Fuji with extremely heavy retail demand). Gold Delicious apples are in very good supplies and peaking on 88's. The Wenatchee district seems to still have decent volume on Braeburn. Pink Lady and Cameo apples only have approximately 2 weeks left for the balance of their storage season. Washington Pears will go through the next 2 weeks with the Anjou and Red Anjou varieties only. California Pears are going strong now with the Bartlett variety and are now in good supply.

#### ASPARAGUS

This market is steady with good supplies from Mexico and Peru. Jumbo Asparagus supplies are still short. Mexico continues to produce strong numbers and Peruvian product continues to be available out of Miami. Most of the California shippers have Mexican asparagus to offer.

#### AVOCADO

- **Mexican Fruit:** Mexican old crop is all but done. We should see some new crop in the next 7 to 10 days, but supplies will be very light 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 good volume, but with this years light crop, growers are picking fruit that would normally be picked in August. Expect to see a big decline in supply as we move through July and into August.
- **Chilean Fruit:** Containers of fruit have begun arriving, but the large vessels will not start arriving until mid-August. Until then volumes will be light.

#### BELL PEPPERS

- **Eastern Bells:** The northern growing regions continue to produce greater volume as the southernmost regions wind down. With decreasing volume out of the south and rain immanent through out the north, we could see this market continue rise slightly in the coming days.

#### BERRIES

- **Strawberries:** Production continues this week with low supplies. Most to all shippers continue to walk in sold out or over sold. The plants in the Salinas / Watsonville growing area are now past their "peak" production window. We are starting to see a lot more over ripe and bruised berries. 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 forecast is calling for a warming trend through this week, and this should have production somewhat, but as it sits we are in the same tightened situation.
- **Raspberries:** Raspberry production continues in a tightened situation as we have passed the "peak" production window. We may get another little push coming into August but will decrease again. There are small quantities locally (Salinas / Watsonville) and are inconsistent.
- **Blackberries:** We are now seeing local Californian production in the Central Valley finishing and Salinas / Watsonville local production as it is moderate and steady. The Northwest has start producing decent volume with good quality.
- **Blueberries:** Production in the Central Valley is finished. We are starting to see more volume coming out of the Northwest, building as this week progresses. North Carolina is finished with production. We are now looking at some new regions that are starting such as MI, BC, OR. New Jersey has moderate production but should be increasing.

#### BROCCOLI

This market is steady with good supplies from all growing regions. Suppliers are still willing to make deals on volume orders in an attempt to keep movement on this commodity. Supplies continue to be strong out of Salinas and Santa Maria growing regions for this week. The quality overall continues to be strong.

#### CARROTS

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

#### CAULIFLOWER

This market is steady. Supplies are good with many shippers offering deals. The quality has been fair. There have been some complaints of yellowing and brown spotting upon arrivals with different suppliers. Santa Maria and Salinas continue to be the main areas of production.

#### CELERY

This market is steady. Supplies are great with excellent quality out of the Salinas and Santa Maria. Michigan has begun production. The supplies will be good for the entire week with heaviest volume on the 24 count size celery.

#### CITRUS

- **Lemons:** Supplies of large sizes are tight. Availability looks good 140's, 165's, and 200's. Summer demand is keep prices firm.
- **Limes:** Supplies are good. Quality remains very good, with lighter color which is a characteristic of the summer crop.
- **Oranges:** Valencia crop estimates now look lower than first projected. Shippers are pacing their harvest to ensure steady supplies though October. Demand is very good, and the market is expected to continue to strengthen. Quality remains very good.



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### CUCUMBERS

**Eastern Cucumbers:** This market is falling with Michigan and Ohio producing good volume now, alongside of the North East. The quality has been excellent from these regions while the marginal quality cucumbers will continue to trickle out of Tennessee and the Carolinas for just a few more days.

### GRAPES

Supplies remain excellent for new crop Flame red seedless grapes. Green seedless varieties (Sugarone and Perlette) are in light supply, but with only moderate demand they are able to keep up. They are all available from the Fresno, Delano, Arvin and Bakersfield districts with excellent quality. Temperatures have been optimal in the new crop growing areas, and fruit is thriving. Production will remain high for at least the next two weeks, but look for a rough transition to the Crimson Red Seedless as we move into the late summer months. Demand remains only light and grape prices remain very sharp.

### GREEN ONIONS

There is still no change on this commodity in the marketplace. Supplies continue to be good from the Mexican region. This market should remain steady for the entire week. The quality continues to be good, with little to no problems reported.

### KIWI

Chilean Kiwi quality remains good, with the exception of a few soft lots arriving from Chile but movement is still very good. The market will remain steady again this week.

### LEAF LETTUCE

The leaf market is stronger. Supplies look to get tight as the week progresses. This is mainly due to lack of acres planted by many shippers. Extreme heat is forecasted for the rest of the week. This will definitely take its toll on the quality. 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. Romaine hearts are very tight in availability and this will continue throughout the week. The Romaine Hearts are having serious issues with cupping and not having the true romaine heart shape. They are having problems with internal burn also. Some suppliers are worse off than others, but supplies are very tight. Suppliers will be holding customers to weekly averages.

### LETTUCE

This market remains steady with ample supplies to fill all orders. The quality has been marginal in some lots. Some defects that have been showing up upon arrival are Russet Spotting and Tip Burn. The weights on the lettuce have been a bit heavier than normal.

### MELONS

- **Cantaloupes:** The Westside deal is going strong and most all of the players are packing large amounts of fruit. There are plentiful supplies of fruit especially in the smaller sizes and that is where the deals are. Desert production is only concentrated now to one major production area (Aguila/Harquahala) which will continue throughout the summer months. There will continue to be a very good range of sizes available and fruit quality is excellent with high sugar levels. Warm temperatures are expected to continue for the next 5-7 days, and that will be optimal growing conditions for Cantaloupes. Although that is the case look for the large sized melons (9ct and larger)\* to be in light supply and hold a stronger market.
- **Honeydews:** Honeydews are plentiful and there remains only light demand. Heavy production from the Westside districts has the supplies way out in front of demand, but there is excellent quality. Similar to Cantaloupes there is a wide range of sizes available. The market is 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. The market is still strong but is coming off slowly on yellows. Reds and Whites are still in short supply as Huron product is showing sun scald and New Mexico has limited supplies at best. There is better availability out of Washington on new crop over winter yellow onions.

### POTATOES

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

### 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 with the weekend bringing a slightly stronger market resulting from mid week rains.

### STONE FRUIT

Optimum growing conditions continue to prevail in the Central Valley's major fruit growing areas and there is very excellent tree fruit production. Movement remains slow and there are deals available in the large sized fruit. Yellow/White Peaches, Yellow/White Nectarines, Apricots, Pluots, and Plums are available in very good supplies. There is high colored good eating tree fruit available! Cherry production has passed its peak in Washington State but there is still excellent volume and quality fruit available. Dark Red, Bing and Rainier varieties remain readily available.



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### **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. There continues to be a lack of Roma tomatoes.

### **WATERMELONS**

Watermelons will remain in very good supply for California production. Bakersfield is now the peak production area for new crop fruit. There are some Georgia seedless supplies available, but limited to day of pack out schedules. Markets will remain steady on seeded and seedless to finish this week with moderate demand and very good quality.

### **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.