



**ADAMS**  
A Fresh Produce Distributor



WEEKLY NEWSLETTER AND COMMODITY REPORT

June 1, 2010

**WEATHER REPORT**

The last of a series of cold winter type storm systems will move into Central California late Wednesday. This slow moving system is expected to bring between 1/4 to 1 inch of rain to the region along with winds and much cooler temperatures through Friday. High pressure begins to build this weekend with temperatures expected to rebound to near seasonal norms into mid next week. This will be a welcome relief from the cold moist growing conditions we have seen most of May.

In the Southeast a low pressure system in the Gulf of Mexico will slowly move to the northwest through the week. This will bring a chance of showers and thunderstorms to the region this week, along with warm temperatures from the mid 80s into the low 90s through the week.

**FREIGHT**

The availability of eastbound trucks in Washington and Idaho has loosened up but California remains extremely tight due to the lack of westbound freight. The TX valley also remains extremely tight again this week. Crude oil prices are currently at \$71.46 up \$1.22 from Monday. The diesel price for this week is down .073 cents to \$3.021.

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

- Bartlett pears are finished for the season
- Cantaloupe 9's are very limited with fruit peaking to the smaller sizes

**MARKET REPORT**

**ITEMS TO WATCH -- MARKETS VOLATILE, PRICES UP**

Avocados Broccoli Celery Iceberg Onions Pears Potatoes

**ITEMS TO WATCH -- MARKETS GOING DOWN/STEADY**

Apples Asparagus Bell Peppers Blackberries Blueberries Cantaloupe Cauliflower Carrots Cucumbers Grapes  
Green Onions Honeydew Leaf Lettuce Lemons Oranges Raspberries Squash Stonefruit Strawberries  
Tomatoes Watermelon



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### **APPLES/PEARS**

Large and higher grade red and golden delicious are still the most available in Washington while the smaller and lower grade fruit remains tight. The markets on both varieties are mostly steady but strong and rising slowly as the eastern-apple supplies drop. There are still some good deals on 48, 56, and 64 size fruit in both varieties. The smaller foodservice sizes and grades remain very limited in all varieties and will also get even tighter so stay ahead. Granny-Smiths remain heavy to the larger sizes and the premium grade, while the lower grades and smaller fruit remain short. Braeburns, Galas, Fuji's, and Pink Lady varieties are left although the Pink Lady and Braeburn numbers are very low. Cameos, Jonagolds, Honeycrisp, and Romes are finished for the season. The D'anjou pear quality is excellent but Washington supplies are lower and the market is strong. Expect domestic fruit prices to continue to climb as we approach the end of the storage season. Washington fruit is still large. A few Red Crimson and/or red D'anjou pears are available but supplies are very limited. New crop California Bartlett and red Bartlett's will be available in July.

### **ASPARAGUS**

The asparagus market is firm. Mexico production is finished. Supplies are also light out of Washington due to a recent freeze. California product is very light. Peruvian product is still available on the East and West Coast but supplies have been limited due to less air shipments. Supplies will be very light throughout the week on product from all growing regions.

### **AVOCADO**

California harvest continues at a steady pace. Mexico is 85% shipped for this year's crop.

**Mexican Fruit:** Growers continue at a slower pace as there is nearing the end of this year's crop. Mexico is consuming a much larger than normal percentage of their crop at home.

**California Fruit:** Growers are harvesting good supplies, but is still experiencing problems with size, as the trees are over laden with small fruit. Size is slowly improving as weather warms.

### **BELL PEPPERS**

#### **Western Green Bells and Colored Bells:**

Mexico supplies are quickly winding down as their season comes to the end over the next two weeks. Availability, size, and quality continue to drop on. The California desert has hit their peak and demand is very good. They will begin to wind down for their season by the first week of June. Bakersfield looks to begin mid June. Red and yellow bells from Mexico remain limited as most shippers have finished for the season. The California desert crop for colored bells has started this week, with volume by the first week of June. One grower in Baja has supplies of new crop colored bells.

#### **Eastern Bells:**

With Florida pepper finishing up and Georgia just getting started; we will be seeing a two tiered market for the next week or so. Florida pepper pricing will begin to drop off, but Georgia prices will stay slightly higher, particularly on the off-grades which are typically very tight as the season starts.

### **BERRIES**

**Strawberries:** Rain go away. This past weekend was very windy and cold in the Strawberry growing areas as another in a series of cold fronts moved thru. Lows were in the low 40s to mid 40s which is a good 10 to 15 degrees below normal. Day temperatures were in the high 50s to low 60s. In a normal year we are in the mid to high 70s by now. Yesterday another cold front moved thru with some light rain followed by at least 2 to 3 more cold fronts thru Thursday. The cool and wet weather has held back production from increasing and at the same time, quality continues to be problematic from the previous rain and weather. White shoulders, green tips, bruising, pin rot, mold and water damage is likely to be prevalent as fields recover. This is causing an already tight strawberry market to get even tighter. All shippers are already in a fill rate situation. Market is firm. Once we get a good week of warm weather we will see harvest numbers jump up quickly.

**Raspberries:** Supplies are increasing each week with a slightly weaker market. Quality is good.

**Blackberries:** Good supplies and light demand is causing a weak market. Quality is being reported as fair to good.

**Blueberries:** Florida supplies are building each week with a slightly weaker market. Most shippers are packing Pints. Quality is good. California supplies are slowly building each week. The main packs are 6oz and pints. Look for this market to weaken over the next week as Florida and California build volumes.



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### **BROCCOLI**

This market is stronger on bunched product as well as crowns. Supplies will be light throughout the week in the Salinas and Santa Maria growing regions. Mexico supplies will also be lighter this week. Bunched broccoli continues to have the best availability versus broccoli crowns. Quality has been fair with branchiness and small crown size in the broccoli crowns. Expect too see purple cast to this product as well. Cold temperatures throughout California have slowed the growth cycle.

### **CARROTS**

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

### **CAULIFLOWER**

The cauliflower market is easing up. Some suppliers are better off than others and this has created a gap in pricing from six to eight dollars. Processors continue to purchase large blocks of product to meet their production needs. The weather continues to be cold and windy in all of the growing areas. Rain is also expected on Tues and Wednesday. The market could get stronger because of the expected rains later in the week.

### **CELERY**

This market is a little stronger on the small sizes, 36's and smaller. Larger sizing is more readily available but production overall is light. Cool weather in the Oxnard growing region has slowed the growth of this commodity. Expect to see some seeder in most packs. Other than that, the overall quality has been very nice with good weights. Salinas celery is expected to start by mid June. Santa Maria is also in production.

### **CITRUS**

**Lemons:** Demand is steadily increasing each week, pricing remains steady. Quality is very good.

**Limes:** Better supplies this week on smaller fruit, with larger fruit remaining limited.

**Oranges:** Demand for navels continues to be strong and pricing has firmed up. Crop continues to peak on fancy 72's, 56's. Demand exceeds supplies of 88's and smaller sized fruit. There are Valencia's being packed the help fill the shortages on the small sizes of navels. Shippers are now packing Valencia's on a regular basis. Valencia quality is good, with early brix levels in the 9 to 12 range.

### **CUCUMBERS**

Georgia is into good volume on cucumbers now, pulling the price down. Quality has been good and the market should remain at the lower levels through the end of the week.

### **GRAPES**

Mexican perlettes are going strong loading in Nogales with good volume on all sizes. The market is continuing to come off. California Sugarones are started in a very light way with the market very high and very good quality. Chilean Crimsons are still available shippers are looking to clean up their inventory this week so there are deals out there. Mexican flames are plentiful and the market is dropping the quality is excellent. The California flames are going with light volume and a strong market.

### **GREENONIONS**

The green onion market is steady like previous weeks. Pencil sizing continues to have the best availability followed by mediums. The issues of yellowing are still showing up upon arrival with some lots. Supplies are good on iceless product if there is a need.



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### LEAF LETTUCE

The romaine market continues to be steady with good supplies and very competitive pricing. Green leaf and red leaf have stronger availability to start the week. Cool weather in most of the growing regions may hurt production towards the end of the week, but for now, supplies are ample to fill all orders. Rains are expected the next couple of days and this will create some mildew issues with all packs. Many growers have also planted less leaf compared to romaine. We are still seeing red discoloration in all leaf items due to the previous rains that we had here in Salinas.

### LETTUCE

This market is getting stronger on this commodity. Supplies have tightened up with all shippers due to rains in the Salinas Valley. There are some quality issues upon arrivals. Some issues of pink ribbing, discoloration, and mechanical damage are examples of the quality defects.

### MELONS

**Cantaloupe:** The cold weather in the desert is keeping the cantaloupe sugars low so harvests continue to be pushed back. Most shippers are just scratching their fields this week and volume is very limited. Mexico is finishing up with hit and miss availability this week out of Nogales.

**Honeydew:** The weather has definitely affected the honeydew harvest as well. California Brawley product is very limited with Arizona not yet started. Nogales Mexican dews will be available for at least the next 2 weeks with good availability.

### ONIONS

Texas valley yellow supplies are lower on all colors as most packers have finished, however the larger shippers will still be shipping next week. The Wintergarden district is also packing a few yellows but has been hampered by rain this week so their supplies are light. They have more medium yellows than the valley did. Red and white supplies are very limited in Wintergarden. Be ready for multi pick-up loads as Texas onion numbers are generally limited. The quality has ranged from poor to very good on all colors. Texas whites are steady but will also rise as the valley supplies get into fewer hands. Vidalia, Georgia continues packing and has a fairly even size-distribution between colossal, jumbos, and mediums but with good quality. California's Imperial Valley continues packing all colors although the volume as their season approaches the end. Yellow volume is down slightly and reds are down even more so get ready for higher markets on both colors. The White market is slightly higher and will also rise as the Imperial volume drops. Most of the California desert shippers will finish by the end of this week or beginning of the next. The quality is good on all colors and the size is mostly large. The San Joaquin valley is supposed to start packing between the beginning and end of next week but rain is in the forecast so they may be delayed. New Mexico has started packing all colors in a light way and will have more product by weeks end.

### POTATOES

Idaho continues packing Burbank and is still limited on sizing. The Burbank is still mostly small so the larger counts are premium-priced and will remain so. The market for all counts is steady and will remain so this week along with demand. Most packers are still asking for 2-3 days lead-time for big orders of the larger counts. Idaho quality is still mostly good but internal black-spot has been prevalent in a few lots. The Washington market is steady but strong on all counts since Idaho is so limited on the larger sizes. They are peaking on 70/ 80's now and still have excellent quality but are limited on the smaller sizes and consumer bags. Washington expects to have storage product available through June. Wisconsin is steady on all sizes but supplies are very limited as they are almost finished for the season. Colorado is also steady but strong on the larger counts and they will continue to follow Idaho upward on pricing. Their quality is mostly good and they will have storage product into late July or longer. New crop russets are expected to start in California the second week of June; however the number of planted acres is down. A few reds and golds remain in Idaho but the supplies are light. California shippers are still packing all colors and have good availability from Bakersfield and good quality on all colors. Arizona is also packing reds and golds and their reds have a deep, dark color. Florida continues packing reds, Yukon, and whites, and has good volume especially on reds.

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### **SQUASH**

Squash is readily available in several southeastern states. With temperatures getting warmer, supplies should be plentiful and the market should stay down come Monday.

### **STONE FRUIT**

Domestic Peaches, Nectarines and Apricots are going with good volume and still peaking to the smaller sizes. Product should size up over the next couple of weeks. Domestic plums have started in a light way. Quality on all products is excellent. Cherries are going strong with both Tulare and Brook varieties there is good promotable volume. Bings should start up next week.

### **TOMATOES**

Florida continues to run with pricing at the bottom of the spectrum and there continues to be a big upswing in production with just about all shippers coming in with plenty of volume and more behind it. The other eastern states are also getting close to kicking off their season and will continue to keep volume and production high and fobs relatively low. This is a dramatic change compared to the winter we just went through. Shippers are looking for business and are very aggressive with pricing. We can expect pricing to stay moderately low through June. Reports of quality are good as shippers have cleaned up the earlier problem fruit.

### **WATERMELON**

Supplies are falling off on both seeded and seedless watermelon out of Mexico. Quality remains good. Domestic fruit has started in a light way with more volume coming on next week,

### **VALUE ADDED**

Cauliflower supplies continue to be purchased in large quantities from processors. Although carton business has eased up due to high pricing, processors continue to buy large blocks keeping this market very volatile. The good supplies of lettuce and romaine will help processors stay ahead of orders. Availability is good. But there have been some arrivals of brown to red discoloration on romaine lettuce items. Product quality has been up and down, mainly on lettuce. The quality issues are related to past rains in the growing regions.