



ADAMS

A Fresh Produce Distributor



WEEKLY NEWSLETTER AND COMMODITY REPORT

MAY 18th, 2009

When on the brink of complete discouragement, success is discerning that... the line between failure and success is so fine that often a single extra effort is all that is needed to bring victory out of defeat.

Elbert Green Hubbard

Restaurant Spotlight



Situated on one of Mobile Bay's most scenic locations, Felix's Fish Camp offers delicious, fresh gulf seafood and USDA certified steaks. Felix's is also known for their exotic drink menu and the amazing picturesque sunset!

Drop by and visit today!

1530 Battleship Parkway
Spanish Fort, Alabama
251-626-6710
www.felixsfishcamp.com



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MARKET REPORT

ITEMS TO WATCH -- MARKETS VOLATILE, PRICES UP

Red Grapes	Avocadoes	Endive	Escarole
Habanero Peppers	Red Fresno Peppers	Poblano Peppers	Parsnips

ITEMS TO WATCH -- MARKETS GOING DOWN/STEADY

Blackberry	Blueberry	Strawberry	Raspberry
Asparagus	C/T Green Beans	Broccoli	Corn
Eggplant	White,Blk Grapes	Watermelon	Tomatoes
Cantaloupe	Honeydew	Yellow Squash	Zucchini

BRIX READINGS TABLE

CANTALOUPE 12ct	12.5	GOOD
CANTALOUPE 15ct	NA	NA
HONEYDEW	11	AVERAGE
PINEAPPLE	15	EXCELLENT
RED GRAPE	16	EXCELLENT
GREEN GRAPE	19.5	EXCELLENT
STRAWBERRIES	11	AVERAGE
RASPBERRIES	11	AVERAGE
BLACKBERRIES	8	POOR
BLUEBERRIES	12	EXCELLENT

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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APPLES/PEARS

New Zealand is increasing their import supplies of Gala Apples, but they are still tight from there and also in Washington. Red Delicious Apples in the lower grades continue to be tight as controlled atmosphere storage fruit is coming out high in color and grade. Small sized Granny Smith and small sized varietal apples continue to be an excellent choice Washington and Oregon Pears continue light production from storage and now only Anjou pears are available to finish the storage pear season. Both Washington and Oregon are shipping all #1 fruit from here until the end of the storage season due to quality concerns.

ASPARAGUS

This market has softened. Although supplies are heavier on standard sizes out of California, suppliers have ample supplies on all sizing to fill orders. Product out of Peru continues to be strong on the East Coast. Washington is in full swing production and pricing is competitive.

AVOCADO

Mexican fruit – Mexican supplies remain light, but steady coming into the states. The supply pipe line is slowly starting to catch up with demand.

BELL PEPPERS

Eastern Bells: Central Florida supplies of pepper are tapering off but the Georgia is just barely getting started, leaving a looming gap in pepper supply. Nogales is beginning to finish up as well, so the pepper market will rise in the coming days. Expect a sharp increase in price by the front of next week.

BERRIES

- **Strawberries** California production continues this week steady with no major issues The weather continues to be ideal for berry production, warm days with cool nights. We are expecting a warming trend to start tomorrow through the weekend. Depending on how hot it gets will dictate how production will look next week. The only factor that will currently be taking from production is that some shippers are sending fruit into the freezer to keep their numbers a bit cleaner than last week. Oxnard is getting very close to the end of their deal; we can expect Oxnard to be finished up by June.
- **Raspberries:** Californian production continues to increase. Both Oxnard and Salinas / Watsonville are producing and we are seeing much better availability as more shippers are coming on line in the northern growing areas with new fruit and fob are reflecting this. New crop quality is good.
- **Blackberries:** Blackberry production is slowing, but still continues with consistent transfers arriving from Mexico, We are currently getting reports that Mexico is coming close to the end of their season. There continue to be shippers in much better shape than others. We continue looking at local production to increase but are currently dealing with predominantly transferred fruit from Mexico. Watsonville is producing small quantities, but is inconsistent at this point. There are some shippers currently putting out some aggressive pricing in anticipation of a big push in volume over the next couple of months.
- **Blueberries:** Blueberry production continues to slowly increase in California and will slowly increase even more over the next two weeks. The Central Valley will be the primary area of production and we are seeing some better production in Oxnard and Watsonville. This week the Central Valley probably will only harvest minimal volume with one day of harvest, then one day sitting out etc. The initial assessment of the crop was a bit premature; we are seeing a lot of green fruit and are slowly coloring up. Florida has a good jump on the west and has much better volume and availability.

BROCCOLI

This commodity is softer in the marketplace on both crown and bunched product. With the Mothers Day holiday past us, suppliers have good supplies to start the week. Broccoli crown production as well as bunched product will be good throughout the week. In the Santa Maria region, production also has become stronger. The quality on all broccoli items continues to be good.

CARROTS

California carrots are now coming out of the new fields in Bakersfield. Size and quality is much better than the ones from the Imperial Valley. Georgia has good availability and quality on the East Coast.

CAULIFLOWER

Supplies are light and this will continue to be light for most of the week. Demand will definitely fall off this week and pricing should be competitive for the most part. Some suppliers are purchasing outside product to cover orders. The overall quality of this commodity has been average. Santa Maria and Salinas both have product available.

CELERY

This market has softened. The best sizing seems to be in the 24 count. Overall, Oxnard has ample supplies to fill all orders. The quality continues to be good with little cedar to report. This market should be steady for most of the week. Suppliers expect moderate to good production throughout the week.

CITRUS

- **Lemons:** The Central Valley is 90% picked. Ventura County is supplying the bulk of the volume. Supplies are peaking on 140's, followed by 165's. Larger fruit will tighten up in the upcoming weeks.
- **Limes:** Supplies are running heavy to smaller fruit. Larger fruit is limited, but looks to start improving in a couple of weeks. Quality is good.
- **Oranges:** Navel supplies continue to tighten as growers begin to finish for the season. Late navel varieties will continue into June. Valencia production is increasing. Quality is very good, with brix levels in the 11-12 range. Sizes are running 88's, 113's, and 138's.

CUCUMBERS

Eastern Cucumbers: Cucumbers are beginning to load in Georgia this week but in limited volume. Supplies have been plentiful in Florida but by the end of next week those too will drop off. Georgia will be left to meet demands. A gradual rise in the market expected over the next two weeks.

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GRAPES

Thompson green seedless grapes are all but finished from Chile with the exception of a few lots left to ship. New crop Perlette Seedless grapes are being packed in Mexico and shipped out of Nogales this week as well as light supplies out of Coachella. Crimson red seedless from Chile are still shipping from both the East and West Coasts, but supplies will be light going into the weekend and dropping off to a finish of the deal next week. Mexico has started on a few Flame red seedless already, but will a few more shippers will start packing at the end of this week. Coachella Flames will start at the end of this week, but color is coming very slow, so there will ONLY be light supplies until next week. Overall, grape supplies remain light, but will ramp up over the next 7-10 days with the cooperation of the weather. There are still a few very nice Chilean Red Globes still available. Overall, grape quality is very good, especially in the new crop Perlette green seedless!

GREEN ONIONS

This market has remained steady. There are no changes to report. Supplies continue to be strong from the Mexican region. Expect this market to be stable throughout the week. The quality continues to be good, with little to no problems reported.

KIWI

Kiwi quality remains excellent and movement is steady. The market will remain steady again this week.

LEAF LETTUCE

The romaine supplies are the best of all the leaf items. Other leaf items are lighter in availability. The quality on leaf has been average at best. Some quality defects that continue to surface include ringe burn, tip burn, and windburn.

LETTUCE

The lettuce market has eased up to start the week. The weights for palletized lettuce have become much better with 45-47#s being reported on cartons. Suppliers will not have to substitute to 30 count lettuce to fill orders like in the previous weeks. Las Cruces, Mexico is in full production now for those interested.

MELONS

- **Cantaloupes:** The CA Desert deal is going strong now with Cantaloupes and there is volume on the smaller sizes to finish this week! Look for supplies to keep increasing well into next week! Offshore cantaloupe supplies from both Guatemala and Honduras look to extend into at least the middle of next week with only fair demand. Quality is still good for offshore fruit and brix remain at decent levels, so keep the orders coming!
- **Honeydews:** The offshore supplies on honeydews look to be finished by mid-next week. Mexico honeydews coming into Nogales will be steady in supply, but assuredly heavier to the small sizes. California desert honeydews will start at the end of this week and Arizona desert production will start next week. Quality remains good and sugar levels are very good!

ONIONS

The Washington/Idaho area still has some light supplies of storage crop product. Market prices have leveled out on both Texas and California product. The Wintergarden area of Texas is just starting up with supplies of all colors and sizes. The Imperial Valley of California is going strong with all colors of new crop onions. Huron, CA is set up to start around the first week of June.

POTATOES

The quality is still very good on the Idaho storage crop. Wisconsin and Colorado have good supplies and quality. Colored storage potatoes are loading out of North Dakota and Wisconsin. Washington still has some light supplies available. California new crop colored potatoes available with very good quality. New crop California Russets should start next month. Northern and Southern Florida now with availability on new crop colored potatoes.

SQUASH

Eastern Squash: The squash market has gained strength as Georgia is not producing enough volume to offset the diminishing supplies in Florida, which will be finished by this weekend. The push upwards will continue for the next couple of weeks. Quality is fair as we are seeing the results of South Georgia's recent winds and heavy rain.

STONE FRUIT

New Crop, domestic, California tree fruit will continue to increase in supply this week in Yellow/White Peaches, Yellow/White Nectarines, Apricots and Cherries. Early production is very good and color is excellent! Mild weather prevails and optimum for high colored good eating fruit. Cherry quality is very good and sizing is LARGE (peaking on 9/10 ROW). Supplies will continue to increase after this week on all fruit and will in turn put downward pressure on the current FOB's.

TOMATOES

Eastern: Tomato production in Florida continues to increase as new growing areas are producing good numbers and predominately-larger sizing. There has been a drop in pricing. Roma tomatoes are more available and fobs are declining. Grape tomatoes are continuing to be a bit tight.

WATERMELONS

Watermelon supplies are light, especially in the seedless fruit. Mexico is finishing up quickly and Yuma, AZ has yet to ramp up with decent supplies. The CA Desert areas are also just getting ready to fire up and will not make an impact on supplies until late next week, possibly even beyond that depending on weather. The market has moved upward on Seedless and could continue into next week with the shortages standing. Demand is very good for all watermelons.



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PRODUCE SPOTLIGHT



BROCCOLI

Broccoli has been around for more than 2000 years; the name "broccoli" comes for the Latin word brachium, which means "branch," or "arm." Americans have grown it in their gardens for only about 200 years! The first commercially grown broccoli was grown and harvested in New York, then planted in the 1920's in California. A few crates were sent back East and by 1925, the broccoli market was off the ground. This vegetable is highly recognized for its anti-cancer nutrients. It is a cruciferous vegetable and member of the cabbage family, which is helpful in preventing certain types of cancer.

Varieties - Broccoli was first grown in the Italian province of Calabria and was given the name Calabrese. Today there are many varieties. In the United States, the most common type of broccoli is the Italian green or sprouting variety. Its green stalks are topped with umbrella-shaped clusters of purplish green florets.

Did You Know that broccoli consumption has increased over 940 percent over the last 25 years! It is a good source of Vitamin A, and vitamin C, potassium, folacin, iron and fiber. Broccoli has as much calcium ounce per ounce as milk and contains a few important phytochemicals: beta-carotene, indoles and isothiocyanates. Phytochemicals prevent carcinogens (cancer causing substances) from forming. They also stop carcinogens from getting to target cells and help boost enzymes that detoxify carcinogens. So next time you sit down to eat and broccoli is on the menu. Remember it really is good for you.

How To Select Fresh Broccoli - Choose bunches that are dark green. Good color indicates high nutrient value. Florets that are dark green, purplish, or bluish green contain more beta-carotene and vitamin C than paler or yellowing ones. Choose bunches with stalks that are very firm. Stalks that bend or seem rubbery are of poor quality. Avoid broccoli with open, flowering, discolored, or water-soaked bud clusters and tough, woody stems.

Sicilian-Style Broccoli

1 bunch broccoli (1 1/4 pounds)
2 teaspoons extra-virgin olive oil
2 tablespoons capers, rinsed
1 clove garlic, finely chopped
1/2 cup water
Salt & freshly ground pepper to taste

1. Cut off and separate broccoli florets. Trim the tough ends of the stalks; peel the stalks if desired and cut crosswise into 3/8-inch-thick slices.
2. Heat oil in a large skillet over medium heat. Add capers and garlic and cook, stirring, until the garlic is golden, about 1 minute. Add the broccoli florets and stalks and water; bring to a simmer. Reduce the heat to medium-low, cover and cook until the broccoli is tender, about 5 minutes. Uncover, increase the heat to high and cook, stirring, until any remaining water evaporates, about 1 minute. Season with salt and pepper.

NUTRITION INFORMATION

Per serving: 63 calories; 3 g fat (0 g sat, 2 g mono); 0 mg cholesterol; 8 g carbohydrate; 4 g protein; 4 g fiber; 156 mg sodium; 465 mg potassium. Nutrition bonus: Vitamin C (221% dv), Vitamin A (85% daily value), Folate (25% dv). 1/2 Carbohydrate Serving



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HEALTHY EATING BUILDING BETTER BONES

Get enough calcium.

Ninety-nine percent of the calcium in your body is stored in your bones and teeth, keeping them strong; the other 1 percent circulates (via your blood) through the body and participates in important functions, including muscle contractions, blood clotting and hormone secretion. These reactions are necessary for life, so if your diet is low in calcium, your body draws the mineral from “banked” stores in your bones, to keep blood calcium levels normal. Over time, all this borrowing makes bones brittle. Indeed, many Americans *are not* getting enough calcium. Research suggests that many women consume daily less than half of the 1,000 to 1,300 mg of calcium recommended to build and maintain healthy bones. Dairy foods are the best sources of calcium. A cup of milk or yogurt supplies about 300 mg of calcium—so eating three (or four) servings of dairy will provide the recommended daily intake. Some green leafy vegetables, such as kale, are also good sources. Calcium-fortified juices and soymilks supply significant amounts of the mineral too. If you do not get enough calcium from foods, you may need to take a calcium supplement. Explore our calcium-rich recipes and menus.

Don't forget vitamin D.

Vitamin D is to calcium what PayPal is to eBay: you need vitamin D to “lock in” calcium from food and get it into your bones. Vitamin D comes from two sources: the sun (UV light interacts with chemicals in your skin to produce it) and foods, including fortified dairy products, egg yolks, salmon, tuna and liver. Health experts recommend a daily intake between 200 and 800 IU of vitamin D per day. Some experts think the daily value is too low (see The Vitamin D Debate) and recommend 1000 IU—which generally requires taking a supplement since only a handful of foods are natural sources of vitamin D [fatty fish like salmon, sardines and mackerel; egg yolks supply a little] and fortified milk provides only 100 IU of D per cup.

“Stress” your skeleton (in a good way).

Anything that gets your blood pumping is good for your heart and overall health, but weight-bearing physical activities, such as walking, jogging, lifting weights and playing racquet sports, are best for keeping bones strong. When you jump, run or lift a weight, it puts pressure on your bones, which sends signals to build new cells that, ultimately, strengthen your skeleton.

Pack your diet with produce.

Some research suggests that older people who consume more fruits and vegetables have denser bones than those who eat less. One reason for this may be that most fruits and vegetables provide good amounts of potassium and many—particularly leafy greens—contain magnesium and vitamin K too. Emerging research suggests that all three of these nutrients may be important for maintaining healthy bones.

Tame your salty tooth.

Eating a diet that is high in sodium and relatively low in potassium-rich foods like fruits and vegetables causes you to excrete excess amounts of calcium, which can have a negative impact on bones. Keep your daily intake of sodium to less than 2,300 mg per day.

Limit alcohol intake.

Alcohol interferes with the absorption and use of calcium and vitamin D, and science suggests that heavy alcohol intake reduces bone mass, increasing your risk for broken bones.

Don't diet dangerously.

Crash dieting can wreak havoc on bones. If you're trying to lose weight, do so gradually and healthfully, making sure to consume enough calcium and get adequate exercise. (Need help? Check out our Diet Channel.) Beware: Dipping into an “underweight” range can disrupt reproductive hormones, including estrogen, that are critical to keeping bones strong. Our Essential Weight-Loss Tools can help you achieve a healthy diet successfully.

Butt out.

If you don't already have a million and one reasons to kick the tobacco habit, here are two more: Research shows that smoking reduces calcium absorption. It also reduces bone mass, upping your chance of fractures.

Information compiled by Eating Well Media Group