



**MARCH 16<sup>th</sup> 2009**

You don't get paid for the hour. You get paid for the value you bring to the hour.

**Jim Rohn**

## **RESTAURANT SPOTLIGHT**

### **McGuire's Irish Pub**



McGuire's Irish Pub first opened in 1977 as a small neighborhood pub in a shopping center. McGuire cooked and tended bar and Molly waited tables and greeted customers. When Molly made her first tip -one dollar- she tacked it to the back bar for good luck. Friends of the pub added to the collection and it soon became tradition. Today you will see over \$550,000 one dollar bills hanging from the ceiling throughout the Pub, all of which have been signed by Irishmen of all nationalities.

In 1982 McGuire's moved to its current location, Pensacola's original 1927 Old Firehouse. The old "firehouse" look has become a true landmark, and inside the pub, a turn-of-the-century, New York Irish Saloon theme reigns. Guests are often in "awe" as they pass through the theme-oriented rooms at McGuire's. Whether it's the Pipers Den, Notre Dame Room, The Irish Links Room or the Ruprecht O'Tolf Wine Cellar, McGuire's Irish Pub is a 400-seat, 20,000 square foot landmark with a staff of over 200 warm and friendly faces.

In 1996, McGuire's Irish Pub of Destin, opened in Harborview Center in the beautiful Emerald Coast city of Destin. Following in the original pub's footsteps - McGuire's of Destin serves up the same great food, along with the fun and lively McGuire's atmosphere. Situated on Destin Harbor, you can enjoy the beautiful sunsets from our deck, while enjoying more of the best live Irish entertainment. Inside the Destin pub you'll find 400 sets and 20,000 sq ft of theme oriented rooms along with that same rich turn-of-the-century, New York Irish Saloon theme.

Not only does McGuire's have great atmosphere, we are famous for serving the best steaks, seafood, burgers and Irish fare this side of Boston.

**[www.mcguiresirishpub.com](http://www.mcguiresirishpub.com)**



**Commodities at a glance... items marked green of great quality.**

| <u>Commodity</u>       | <u>Quality</u> | <u>Market</u> |
|------------------------|----------------|---------------|
| Apples                 | Excellent      | Steady        |
| Asparagus              | Good           | Steady        |
| Avocado (Mexican)      | Good           | Steady        |
| Avocado (Chilean)      | Good           | Steady        |
| Bell Peppers (Western) | Fair           | Higher        |
| Bell Peppers (Eastern) | Fair           | Higher        |
| Berries: Strawberries  | Good           | Higher        |
| Berries: Raspberries   | Fair           | Steady        |
| Berries: Blackberries  | Good           | Steady        |
| Berries: Blueberries   | Fair           | Higher        |
| Broccoli               | Good           | Higher        |
| Carrots                | Good           | Steady        |
| Cauliflower            | Fair           | Higher        |
| Celery                 | Good           | Steady        |
| Citrus: Lemons         | Good           | Steady        |
| Citrus: Oranges        | Good           | Higher        |
| Cucumbers (Western)    | Good           | Higher        |
| Cucumbers (Eastern)    | Good           | Higher        |
| Grapes                 | Good           | Steady        |
| Green Onions           | Good           | Steady        |
| Kiwi                   | Good           | Steady        |
| Lettuce: Leaf          | Good           | Steady        |
| Lettuce: Iceberg       | Good           | Steady        |
| Melons: Cantaloupes    | Good           | Higher        |
| Melons: Honeydews      | Good           | Higher        |
| Onions                 | Good           | Steady        |
| Pears                  | Excellent      | Steady        |
| Potatoes               | Excellent      | Steady        |
| Squash (Western)       | Fair           | Higher        |
| Squash (Eastern)       | Fair           | Higher        |
| Stone Fruit            | Excellent      | Higher        |
| Tomatoes (Western)     | Good           | Steady        |
| Tomatoes (Eastern)     | Good           | Steady        |
| Watermelons            | Good           | Lower         |

| BRIX READINGS TABLE   |       |           |
|---|-------|-----------|
| CANTALOUPE 12ct   | 10.5  | AVERAGE   |
| CANTALOUPE 15ct   |       |           |
| HONEYDEW  | 9     | POOR      |
| PINEAPPLE   | 14    | AVERAGE   |
| RED GRAPE   | 17.75 | EXCELLENT |
| GREEN GRAPE   | 17    | EXCELLENT |
| STRAWBERRIES  | 10    | AVERAGE   |
| RASPBERRIES   | 12.5  | GOOD      |
| BBLACKBERRIES   | 13    | GOOD      |
| BLUEBERRIES   | 15.5  | GOOD      |
| <p>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</p> <p><b>Weather:</b></p> <p>A weak low pressure system off the Southern California coast will bring a slight cool down and a very slight chance of light showers to the region tonight into tomorrow. A strong high pressure ridge moves in toward the weekend bringing a warming trend to the Southwestern growing regions over the weekend into next week. Desert area temperatures in the mid-70s this week are expected to reach the high 80s by early next week. In the Southeast warm temperatures in the mid-80s are forecast for Central and Southern Florida into next week. Areas to the north will see cooler temperatures in the 70s with a chance (20-50%) of showers and thunderstorms Thursday night into next week.</p> |       |           |



## COMMODITY REPORT

### APPLES/PEARS

Plentiful supplies of apples remain for Controlled Atmosphere fruit. Washington remains the leading production area for apples and will so through the spring and summer months. 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 mainly the Anjou, Bosc and Golden Bosc varieties

### ASPARAGUS

This market continues to be steady. By the end of the week supplies will be lighter out of Mexico. California production has started up with light numbers. Mexican jumbo sizes are on the lighter side but orders have been covered in full. With the holiday pull coming, expect the market to be stronger next week.

### AVOCADO

- **Mexican fruit** – Mexican is bringing good steady supplies into the states. Supplies are good. Demand continues to be good.
- **Chilean Fruit** – Still a few Chilean avocados coming in, but very limited. Their season will be finish by the end of the month.
- **California Fruit** - Growers are harvesting limited volume, but look to wrap up production as we move through March.

### BELL PEPPERS

**Eastern Bells:** Diminishing supplies in Florida's current growing regions are leading to a rising market. This market will continue to tighten up for the next couple of weeks or until the transition farther north is complete.

### BERRIES

- **Strawberries:** California strawberry production continues this week with lower than expected production due to persistent cool temps in the Oxnard growing area. We are expecting dry sunny days for the next 7 – 10 days. Shippers had anticipated better production this week but it looks more like next week for the volume to increase to big numbers. There have been reports of the berries sizing up nicely. Oxnard will be in good production next week as reports have expressed that the plants have all stages of growth on them, bloom, green, white and red ripe fruit. Florida production is not as strong as California. Florida had some early on freeze issues and now is warming up significantly causing some minor quality issues, further more lessening the amount of packable fruit. McAllen crossings are winding down with Driscoll being the only major player left shipping there.
- **Raspberries** Raspberry production continues tight this week and will continue to be snug due to diminished transfers from Chile and Mexico. There has been some local California production, cooler temp patterns, the numbers have fallen greatly. Quality has been affected with California production. We can expect tight supplies for the foreseeable future.
- **Blackberries:** Blackberry production is down with less transfers arriving from Mexico. There are some shippers in much better shape than others but definitely less product than in previous weeks. We are now looking at local production to increase.
- **Blueberries:** Blueberry transfers are slowing down from Chile and some shippers are looking for higher fobs. We are seeing less fruit arriving on vessels, and taking longer to be released. Some shippers are expressing that we may see the end of Chilean product by the end of the month. There are small quantities of local Californian blues with great size and quality (under hoops). We can expect a gap as the eastern early varieties were affected by early frost damage.

### BROCCOLI

Cold weather has slowed production and has made this market more active. Suppliers are much shorter in supplies and this will likely be the case for the entire week. The holiday pull should make this commodity active, especially with broccoli crowns. Mexico continues to produce good production numbers on Asian crowns with excellent quality. Small heads and yellowing continue to be seen lightly on Yuma production.

### CARROTS

California carrots have moved into new fields in Imperial Valley. Size is running small right now as cool weather has slowed growth. This has lighted supplies of jumbo sized carrots. Size is expected to come back in 2 to 3 weeks. Quality remains good. Georgia has good availability and quality on the East Coast.

### CAULIFLOWER

Availability is much tighter with all suppliers. Salinas has started some early production. Expect this commodity to be active throughout this week as most suppliers begin to finish up the season in Yuma. Demand is definitely stronger. Some defects showing up include black spotting and yellowing upon arrivals.

### CELERY

This market currently is slightly stronger. Yuma is finishing up production this week and Oxnard will be the main area to pull product. Salinas will not start production until late May to early June. Business has slowly picked up with the upcoming holiday. Cold weather is expected over the next three days. Expect this market to be stronger the following week.

### CITRUS

**Lemon:** Supplies remain very good on 95's thru 140's. There are good supplies of 165's, with 200's being a little on the tight side.

**Oranges:** There will be good supplies of Navels available into May. Peak sizes are 48's through 88's.

### CUCUMBERS

**Eastern Cucumbers:** The cucumber market is climbing back up to the higher levels. Off shore supplies are dwindling and Central Florida is weeks away from any significant volume. Anticipate a rising market for the next couple of weeks.



## COMMODITY REPORT CONTINUED

### GRAPES

Supplies remain light on red seedless. The transition continues on from Flames to Crimsons, and until new vessel arrivals this weekend supply levels will be low. The red shortages look to continue for at least another 7-10 days as the Crimsons have been slow to color up and get ready to ship from Chile. There are still a few light supplies of Ruby red seedless available, but size is small and eating quality is not quite comparable to the Flame and Crimson. Demand looks to remain strong for red seedless for this week and next. Green seedless supplies continue to arrive in large numbers and there are still HOT deals that we're offering for this week and next! There are currently only light supplies of Black seedless and seeded Red Globes, and overall grape quality remains very good.

### GREEN ONIONS

This market continues to stay steady. Supplies continue to be excellent out of the Mexico growing region. The market remains steady with very inexpensive prices. Defects 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

Supplies on green leaf and romaine are better. Most shippers continue to be ahead of their projected harvesting times on the leaf fields. Some Quality defects continue to include epidermal peel, fringe burn, tip burn, and wind burn. This market should be stable for the remainder of the week.

### LETTUCE

The lettuce market continues to be stable. Most suppliers have enough production to cover orders. With demand slow across the nation, look for this market to be stable over the next few days, minimum. There have been reports of epidermal peel due to the lettuce ice from last week. Supplies should be average or above with most suppliers throughout the week.

### MELONS

- **Cantaloupes:** Demand continue strong to finish this week and overall cantaloupe supplies are low. Honduras and Costa Rica have passed their peak and production numbers are falling off. Guatemala is approaching their second cycle, but that is still about 10-14 days away. The market is up significantly, especially on the larger sizes (9/12ct)\* and as the large fruit cleans up the smaller fruit will then become tight as well. Smaller sizes are still the better deal, but be proactive when placing orders so we can stay ahead of the rising markets. Quality remains very good for all cantaloupes.
- **Honeydews:** Demand is stronger on Honeydews and supplies are off slightly to finish this week. The market is up slightly on all sizes and will be higher again next week as similar to the cantaloupes, Honduras and Costa Rica have passed their peak and Guatemala's second cycle is still about 7-10 days away. Sizes on both coasts are concentrated to the 6 and 8ct, and the smaller the fruit the better the price right now! Quality remains very good.

### ONIONS

Quality on storage onions continues to be good with the exception of translucency that typically starts showing up at this time in the season. If this is just in the first few layers of the onion it can be rectified with lots of air flow though the onions to help dry them out. There are still good supplies of all colors and sizes of onions in Idaho and Washington. Idaho will have product available through the end of April. Mexican product is now in Texas with good supplies of all colors, quality is good. Texas onions will be available in the next couple of weeks.

### POTATOES

Norkotahs are finishing up for the season and Burbanks will be the only varietal available out of Idaho. The market is steady but 70ct and #2-10oz remain very snug. 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 have good supplies and quality. Colored potatoes are loading out of North Dakota and Wisconsin with Washington almost cleaned up for the season. California has good quality and supplies of colored potatoes. Florida is now going with good quality.

### SQUASH

**Eastern Squash:** Despite warm sunny weather in Florida, the yellow squash market continues to rise as demand stays strong on both coasts. Green squash will follow as overall squash volume in South Florida falls off. Anticipate high markets on both for another few weeks until Plant City is ready.

### TOMATOES

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. Cooler weather is slowing production and growth. There is more of the bigger fruit than smaller due to the fact that smaller fruit has been affected by the recent cold temps more so than the larger fruit.

### WATERMELONS

Watermelons are on a supply roller coaster and we are at a low point now with Southern Mexico supplies down. Demand continues strong for ONLY light supplies and the market has headed back up! Supplies will continue light into next week on both seedless and seeded watermelons. Quality continues good.