



ADAMS
A Fresh Produce Distributor



WEEKLY NEWSLETTER AND COMMODITY REPORT

MARCH 9th, 2010

WEATHER REPORT

A series of low pressure storm systems approaching California once again this week will bring rain, winds and cooler temperatures into early next week. Forecast models show great divergence on the track and how much moisture will be associated with these systems at this time. It is safe to say however that beginning on Tuesday cooler, breezy conditions with a 40-80% chance of rain is expected throughout most of California this week. Forecast models continue to differ as to the amount of rain expected in Southern California. One model is showing light precipitation with the other model bringing significant rainfall to the area by late Friday. In the desert locals these systems will bring some gusty winds and lower temperatures into the low 70s. As stated above depending on which forecast model pans out we could see no rain or moderate rainfall in this area over the weekend.

Cool temperatures continue this week in Florida with highs running 5-15 degrees below norms once again. A cold, dry air mass behind the low pressure system currently exiting Florida will bring a chance of frost level temperatures to Florida and especially locals to the north before moving out late this week. This cold front will usher in cold temperatures and breezy conditions through the weekend. Low temperatures in the low-30s in the north to mid 30s in Central and Southern Florida with highs in the 60s to low 70s look to be the norm. High pressure moves into place over the weekend bringing a gradual warm up to the region into early next week before the next shot of rain.

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

- Green bell peppers remain very short and quality is only fair.
- Tomatoes in all areas are in short supply.
- Demand exceeds supply, fob's are high.
- Bartlett pears are finished for the season
- Honeydew and Cantaloupe supplies are limited
- Grape supplies are extremely limited
- Rain and hail in Yuma over the weekend has altered production on many commodities. Product will be light on throughout the week.

MARKET REPORT

ITEMS TO WATCH -- MARKETS VOLATILE, PRICES UP

Avocado	Broccoli	Cantaloupe	Cauliflower	Celery	Grapes	Honeydew	Iceberg Lettuce
	Leaf Lettuce	Onions	Pears	Potatoes	Strawberries	Tomatoes	

ITEMS TO WATCH -- MARKETS GOING DOWN/STEADY

Apples	Asparagus	Bell Peppers	Blackberries	Blueberries	Carrots	Cucumbers	Green Onions
	Lemons	Oranges	Raspberries	Squash	Stonefruit	Watermelon	

APPLES/PEARS

Washington is packing away and looking for help on larger fruit while still struggling to get the smaller sizes. Expect this trend to continue for the season as the fruit is large this year. Supplies of the smaller fruit will continue to get lighter until new crop starts in late summer/early fall. Demand remains very strong on small fruit and light on larger fruit. There are still some tremendous deals on 48/56/64's in most varieties other than Galas. Please consider varieties other than red delicious for your foodservice orders that require smaller fruit. Specialty apples including the Honeycrisp variety are still available and in adequate supply. Most varieties are also large and heavier to the premium grades. D'anjou pears are in excellent shape with good supplies in Washington and like the apples are mostly large. Bosc, Seckel, Concorde, Comice and Red Crimsons varietal pears are available as well although the varietal supplies are starting to get low.

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ASPARAGUS

This asparagus market continues to be steady. Supplies will be lighter on jumbo sizing from Mexico and California. Peruvian product is still available on the East and West Coast. The Quality of Mexican product continues to be good. California production can be loaded in Salinas and Yuma.

AVOCADO

California growers continue to harvest light volumes as they to let fruit size up. Chilean fruit volumes are lightening as season is near the end. Mexico is holding steady with their production. The over all supplies remain good.

- **Mexican Fruit:** Mexico still represents the bulk of the avocados on the market. Supplies remain good, but growers are being conservation with their harvest to not flood the market. .
- **California Fruit:** Growers continue to pick light volumes as there is not much size to the fruit. With the heavy crop this year, it is causing the crop to size slowly. Shippers will remain with limited harvest for a while waiting for fruit to size.
- **Chilean Fruit:** Chile is winding down quickly, with many shippers received the last of their fruit this last weekend. Quality remains good.

BELL PEPPERS

Eastern Bells:

Pepper pricing in Florida seems to have dropped just a bit, not necessarily due to increased supplies but more in an effort to pull business away from Nogales. Quality is still fair at best but with warmer, drier temps moving through Florida we should see an improvement there and another week or two will bring increased supplies.

BERRIES

- **Strawberries:** California Strawberry growing areas received light to moderate rain fall over the weekend. This again will hurt the quality of the fruit being harvested this week; quality will be problematic with white shoulder, bruise, pin rot, mold and water damage likely to be prevalent in the packs. Markets are slightly stronger the start of this week. Once Mother Nature will give us a break, quality and volumes will pick up quickly out of California. Florida strawberry market is steady to slightly weaker. If the weather stays warm for most of this week we could see a flush of fruit coming on out of this area. Quality is fair to good
- **Raspberries:** Light supplies and demand is causing a steady market. Quality is good.
- **Blackberries:** Better supplies are causing this market to weaken the start of this week. Quality is good to fair
- **Blueberries:** As all of you are aware, the earthquake in Chile was devastating. We still do not have a whole lot of information on what effect this will have on the Blueberry market. There is tremendous damage to the major highways, but are open. All the blueberry growers in Chile will be struggling to move fruit out to the ports and airports. At this point the packing, loading of ships and clearing the fruit from the USDA will be restricted for the next 7 to 12 days. The ports are currently working at half speed and the airports are open but movement is slow. We will not feel the effects of any shortage of fruit until 7 to 12 days from now. Currently the markets are slightly active with moderate demand.

BROCCOLI

This market is active on bunched product as well as crowns. Contract business is being covered first by suppliers. Open market business will be very light in availability. Expect supplies will be light throughout the week. The quality continues to be good, coming out of Santa Maria, Yuma, and Scottsdale on bunched product. Crowns are small in head size compared to previous weeks. Light supplies on bunched product is available in Salinas.

CARROTS

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

CAULIFLOWER

The availability is very tight on this commodity and this will be the case for the entire week. Some discoloration has been seen upon arrival but not as extensive as in past weeks. Salinas has started some production with a few suppliers. The quantities have been light in Salinas and Yuma will be light throughout the week. This market will only be stronger throughout the week.

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CELERY

This market is stronger with all sizes, especially on small sizing like 30s and smaller. Production is lighter in Oxnard and Santa Maria and suppliers are scrambling to fill all orders. There continues to be a few shippers of celery in Yuma. The quality continues to be good from all the growing regions. Book orders early as demand looks to increase throughout the week.

CITRUS

- **Lemons:** Supplies are good on 115's and larger, with 165's and especially 200's are less available with pricing firming. Quality is very good.
- **Limes:** Large sizes are shorter due to past rains in Mexico. Expect good supplies this week on 175-200's. New crop looks to begin in 3 to 4 weeks.
- **Oranges:** Demand remains steady. Crop continues to peak on fancy 72's, 56's and 88's. The supplies of choice grades remain tight.

CUCUMBERS

Eastern Cucumbers: The Florida cucumber market is reacting to the loss of business over the past several weeks by dropping prices. There is some increased availability because of the lack of demand but the quality is still not quite all the way there. As demand continues for Nogales product, this market should continue to trend downward.

GRAPES

The grape market has leveled out at very high levels. Several shippers on the west coast are waiting for product that will not be released until the end of the week as one of the main vessels that was supposed to be in over the weekend is late. The east coast also has very limited supplies on all seedless grapes. Crimsons are just starting to come in, flames will be finishing up over the next couple of weeks. The greens, Sugarones and Thompsons, will be the most prevalent but they are also in short supply at this point. Black seedless are in short supply and the only thing that seems to have any availability are the seeded red globes.

GREEN ONIONS

This market is steady with product coming from Mexico. Demand is light. Pencil sizes continue to have the largest availability. There have been some issues on light yellowing on processed items. Suppliers are working on fixing this problem quickly.

LEAF LETTUCE

The leaf market is steady to start the week, but look for this market to get stronger towards the middle of the week. With the rain and some hail in Yuma over the weekend, some suppliers decided to pass on harvesting. A few growers have had issues on romaine to where certain fields were passed on due to quality. Yields are down. Romaine and romaine hearts are showing fringe burn lightly. Green and red leaf have been clean, but expect pricing to increase in the middle of the week.

LETTUCE

The lettuce market continues to be strong. Huron production will start with a few suppliers in the third week in March and Yuma will continue through the month of March with most suppliers. There have been some issues of pink ribbing, discoloration, and mechanical damage seen upon arrival. Growers have bypassed certain fields which has caused lower yields to be seen. Expect this commodity to be tight throughout the week.

MELONS

- **Cantaloupe:** Product continues to be limited. Honduran and Guatemalan product are both coming into the US. Unfortunately Guatemala has struggled with white fly and have started out very slow. Honduras product is still not prevalent enough to cover demand either. Florida product is coming into both Pompano and Manatee. There is product on the West Coast out of the LA area and some fruit coming into New Jersey as well.
- **Honeydew:** Demand continues to exceed supply. Offshore fruit is still arriving into Florida, California and New Jersey with volume supplies still mainly in 5's and 6's. Product quality is fair as we are seeing a lot of sugar netting on the skin of the fruit but the meat quality is not affected and the fruit is eating well. Nogales is getting Mexican fruit in with good availability and fair quality as well.



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ONIONS

Northwest yellows & reds are up again. Storage supplies are getting lower and are so short that most shippers are managing their remaining onions to cover contracts and regular customers only. The northwest sizing is still heavy to jumbos and larger while mediums are very short. The northwest quality has been holding nicely. Mexico continues to consume most of its own yellow and white onion crop instead of sending it to the U.S. and until they have enough to satisfy their own demand that will continue. Domestic whites are very limited and in a demand exceeds supplies situation. A few whites & yellows had crossed from Mexico but they got some rain over the weekend so expect those numbers to be low for at least the next few days. The Texas crop is going to start in April but expect them to be late due to cool weather and rain.

POTATOES

Small size cartons are abundant in Idaho as burbanks are the main variety now. Only a few shippers have Norkotahs left so expect the smaller size profile to remain for the rest of the season. They are now peaking on 80's, 90's, & 100's. There are still quite a few 70's as well but 60's and larger are very short. Washington norkotahs are steady on all sizes and they are still getting excellent quality while peaking on 70's and 60's. The smaller counts are tight in Washington. Wisconsin & Colorado shippers are packing norkotahs as well and have a steady market with light demand, and are slightly heavier to 70 & 80 count but are spread evenly over all sizes. Mount Vernon, Washington continues with excellent quality on reds and Yukon-golds but they are nearly finished for the season. North Dakota has good supplies of red & yellow potatoes with few whites although a few shippers have finished. California packers have some reds, whites, and yellows but have been limited by weather. South Florida is going with reds and yukons but the volume remains light due to the freezes.

SQUASH

Eastern Squash: Florida squash is finally coming around. The southernmost growing regions of Florida are reacting to the warmer, drier weather and the volume is increasing. We will continue to see a gradually softening market as the Spring crop kicks in. Quality is good at this time.

STONE FRUIT

Shippers are looking to move on stone fruit they have on the floor since they currently have little else to sell. Peaches, Nectarines, Red and Black plums are all available with good quality.

TOMATOES

Eastern: Demand continues to exceed supply. Florida continues to be a non-factor in the tomato supply chain. There has been significant crop loss from the early freeze and supplies out of Florida will be down and won't rebound probably until spring. Compounding the already desperate situation, Florida is experiencing more cold weather in the 30's. This will slow an already injured Florida crop. We can expect to see higher fob's probably up through the spring accompanied with shortened supplies. It is looking like the Florida crop may get back into production around late March possibly April.

WATERMELON

Light supplies on both seeded and seedless product. Quality on the Mexican fruit is fair at best. The mini seedless are in better supply and quality is good, the market has leveled off.

VALUE ADDED

On the value added front, chopped romaine and romaine blended items continue to experience some brown and red discoloration on finished product. Suppliers are doing their best to use the best raw material available to avoid credits. Expect to see some red to pink discoloration on shred and chopped lettuce items as well. Green onions have been reported to have some yellowing upon arrivals.