



ADAMS
A Fresh Produce Distributor



WEEKLY NEWSLETTER AND COMMODITY REPORT

May 4th, 2009

Only if you reach the boundary will the boundary recede before you. And if you don't, if you confine your efforts, the boundary will shrink to accommodate itself to your efforts. And you can only expand your capacities by working to the very limit.

Hugh Nibley

MARKET REPORT

ITEMS TO WATCH -- MARKETS VOLATILE, PRICES UP

Cauliflower	Celery	Iceberg Lettuce	Boston Lettuce
Red/Green Leaf Lettuce	Red Fresno Peppers	Brussels Sprouts	Parsnips
Yellow Wax Beans			

ITEMS TO WATCH -- MARKETS GOING DOWN/STEADY

Blackberry	Blueberry	Strawberry	Asparagus
C/T Green Beans	Broccoli	Corn	Cucumber
Eggplant	Red, White, Blk Grapes	Pineapple	Watermelon
Cantaloupe	Honeydew		

BRIX READINGS TABLE

CANTALOUPE 12ct	NA	NA
CANTALOUPE 15ct	12	GOOD
HONEYDEW	10	AVERAGE
PINEAPPLE	16.5	EXCELLENT
RED GRAPE	21	EXCELLENT
GREEN GRAPE	18.5	EXCELLENT
STRAWBERRIES	9	AVERAGE
RASPBERRIES	11	AVERAGE
BBLACKBERRIES	13	AVERAGE
BLUEBERRIES	16	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

Apple movement continues strong. Small sized Granny Smith and small sized varieties continue to be excellent choices. Small sized Fancy Grade Red "Delicious" and Gold "Delicious" are still tight and will remain so for the remainder of the season. Storage supplies of both varieties are all high colored higher grade fruit. Washington and Oregon Pears continue light production from storage including mainly the Anjou and Bosc varieties. Be aware, the Fancy pears have dried up and coming from storage now are mainly #1 fruit for suitable shipping condition.

ASPARAGUS

This market has become tighter compared to the previous week. Domestic production is on the light side. Mexican product is finished. With the cool temperatures this past weekend, suppliers expect production to stay moderate at best. Washington production has now started as well, with supplies on the light side.

AVOCADO

- **Mexican fruit** – Mexican supplies are still light coming into the states. Demand is very strong keeping shippers clean.
- **California Fruit** - California growers are continuing to increase their harvest and supplies are improving.

BELL PEPPERS

- **Eastern Bells:** The bell pepper market continues to gradually weaken as demand is fair at best. There is dealing in all sizes and the quality has been good. We can anticipate another week of soft market before Plant City starts and creates a slightly higher, two tiered market.

BERRIES

- **Strawberries:** California production this week continues to decline due to past excessive heat followed by cooler than normal temps. The heat had accelerated ripening and growth, and now with cooler temps the plants are not putting out fruit as rapidly as normal. With the demand of Mothers day, supplies are getting tight. Some shippers have expressed that they will be cutting orders back next week due to diminished supplies. We are expecting some rain showers Friday and Saturday of this week. It is not yet clear as to the extent of rainfall we will receive, but if we get any substantial amount, it will disrupt production greatly. With Oxnard being close to the end of their season there will be great pressure on what supplies are available. It would be in your best interests to get all of your orders for next week on the books ASAP to better secure fruit.
- **Raspberries:** Californian production continues to increase. Oxnard and Salinas / Watsonville are producing and we are seeing much better availability. New crop quality is good.
- **Blackberries:** Blackberry production is steady with consistent transfers arriving from Mexico. There continue to be shippers in much better shape than others. We are now looking at local production to increase but are currently dealing with predominantly transferred fruit from Mexico
- **Blueberries:** Blueberry production has just gotten under way in California this past weekend, and will slowly increase over the next two weeks. The Central Valley will be the primary area of production to start then we will see some in Oxnard and Watsonville.

BROCCOLI

This commodity has tightened up in supplies with most suppliers. Broccoli crown production as well as bunched product will increase in price throughout the week. In the Santa Maria region, production also has lightened. The quality on all broccoli items is good.

CARROTS

California carrots are starting 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 much lighter this week with most suppliers. Demand has increased as well. Expect this market to be stronger throughout the week. The quality has been average. Santa Maria and Salinas both have product available.

CELERY

This market is stronger on all sizes. The quality is still very clean with good weights. Demand has increased. Expect this market to be active throughout the week. Large sizing has diminished rapidly from the previous week. Suppliers expect moderate production throughout the week.

CITRUS

- **Lemon:** The Central Valley is 90% picked. Ventura County is supplying the bulk of the volume. Supplies are peaking on 140's, 115's and followed by 165's.
- **Oranges:** Navel supplies continue to tighten as growers begin to finish for the season. We are finding the smaller sizes of 88's, 113's, and 138's are all but gone. There will be some supplies of large Navels available into May. Valencia harvest is increasing. Quality is very good, with bricks levels in the 11-12 range.

CUCUMBERS

Eastern Cucumbers: The cucumber market will remain at the lower levels for another week or so. The recent heavy flooding in southern Georgia will create a higher market down the road on cucumbers from that region. Until then, Plant City has good volume and good quality on that product.



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GRAPES

Thompson green seedless grapes are all from long term storage, supplies are light and prices are still at high levels. Red Seedless (Crimson) grape supplies are still light and there is about 2 weeks left of the Chilean deal. Look for higher pricing as we approach the end. Red Globe and Black Seedless grape prices will continue steady this week with supplies dropping off sharply next week. Overall grape quality remains very good especially in the long term storage green seedless. Mexico grapes are about 5-7 days behind, and are scheduled to start the week of May 18th. Overall projections for volume are low but quality good!

GREEN ONIONS

This market has remained steady. 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 and green leaf market is stronger with all suppliers. Cooler temperatures in the Salinas Valley have slowed production down. The quality has been average at best. Some quality defects that continue to surface include insects, fringe burn, tip burn, and wind burn.

LETTUCE

The lettuce market has picked up strongly to start the week. Most suppliers have to fill orders with 30 counts. This is because lettuce is not sizing up properly. Las Cruces, Mexico will begin production on the 23rd of April for those interested. Growers continue to be behind in scheduled harvesting in Salinas from anywhere between 7-10 days. This is due to cold temperatures and windy conditions in the Salinas Valley. The Salinas Valley over this past weekend had cool temperatures. Huron has finished production. Yields continue to be low on this commodity.

MELONS

- **Cantaloupes:** Offshore cantaloupe supplies from both Guatemala and Honduras remain somewhat light, but with demand off and limited movement, shippers are looking to move! Mexico Cantaloupes and Honeydews have had a dramatic effect on the market and the market is still flat with the exception of the small sizes, which are steady. There are still a few sporadic size availability issues from shipper to shipper. Mexico production looks to be steady through this week. The offshore fruit could be lighter in supply than originally anticipated and the finish of the deal could prove to be coming sooner than expected. The East Coast (Florida) ports continue to dominate the supply line and the West (L.A.) supplies remain low with very little direct vessel shipments. Sugar levels and eating quality remain high from all areas.
- **Honeydews:** The market is lower on Honeydews and Mexico continues to push fruit into Nogales and McAllen, TX in good numbers. Similar to the cantaloupes, offshore supplies will drop off over the next 10-14 days. Mexico honeydews coming into Nogales will be increasing. Overall, this should keep the market conditions in check and steady, but demand could change things in the short term. Quality remains very good and sugar levels are still high.

ONIONS

Most of the Idaho/Oregon shippers have finished up. We will have some availability of cold storage product available through the end of May up north. Washington will continue with availability through the middle to end of May with limited supplies. Texas is going strong with good availability on the larger sizes and medium yellow onions limited. Good supplies of carton Texas 1015's. Vidalias are going strong with good availability. The California Imperial Valley region has started with good quality and availability of all colors and sizes.

POTATOES

Burbanks are now the only varieties available and are running small. 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 potatoes are available and with very good quality. Florida is a little limited this week on reds and gold's have good availability, quality is very good.

SQUASH

- **Eastern Squash:** Squash is being harvested as far north as South Georgia and Mississippi and as far south as Southern Florida the market is expected to remain at the current low levels for a while. We could see a two tiered market on all squash resulting from the different range of harvesting locations and quality.

TOMATOES

Eastern: Tomato production in Florida is increasing as new growing areas are coming on line. There has been no major upswing to pricing even with region changes. There is a greater quantity of the bigger fruit than smaller. Roma tomatoes are becoming more available. Grape tomatoes are continuing to be a bit tight.



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WATERMELONS

Watermelon supplies will remain steady this week, yet demand continues only fair. Fruit continues to arrive from Northern Mexico into Nogales and South Texas. Demand looks to remain light and the market will remain steady this week on both seeded and seedless watermelons. Fair weather prevails and overall Watermelon quality is very good!

VALUE ADDED

The lettuce supplies are still on the light side. Processors continue to acquire larger amounts of acreage due to the smaller heads of lettuce being harvested. This will have a direct affect on the quality of finished product. Harvesting crews are way ahead of fields harvesting younger lettuce. Good quality continues to be reported on chopped Romaine. Complaints have been minimal on green onions also.

PRODUCE SPOTLIGHT **Watercress**



The vital ingredient for growing watercress is, of course, water – pure, mineral-rich spring water, from which this peppery little super-food derives its power house of nutrients. Brimming with more than 15 essential vitamins and minerals, its health giving properties has been known since ancient times. Around 400 BC on the Island of Kos, Hippocrates, the father of medicine, is said to have located his first hospital beside a stream so that he could grow a plentiful supply of watercress to help treat his patients, the Greek general Xenophon made his soldiers eat it to increase their vigour before going into battle and Roman emperors said it enabled them to make “bold decisions.”

Gram for gram, watercress contains more vitamin C than oranges, more calcium than milk, more iron than spinach and more folate than bananas.

But people love it for its flavor too. The peppery heat comes from the plant's mustard oils, which are released when chewed (and act as a stimulant to the digestion and the taste buds), while the stalks are succulent and cool (from the water in which it is grown). The Romans called it “nasturtium” which means “twisted nose.”



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Nutrition and healthy eating

High-fiber foods

Looking to add more fiber to your diet? Fiber Here's a look at the fiber content of some common foods. Read nutrition labels to find out exactly how much fiber is in your favorite foods. Recommended fiber amounts for women is 21 to 25 grams a day and for men is 30 to 38 grams a day.

Fruits	Serving size	Total fiber (grams)		Grains, cereal & pasta	Serving size	Total fiber (grams)
Raspberries	1 cup	8.0		Spaghetti, whole-wheat, cooked	1 cup	6.3
Pear, with skin	1 medium	5.1		Barley, pearled, cooked	1 cup	6.0
Apple, with skin	1 medium	4.4		Oat bran muffin	1 medium	5.2
Figs, dried	2 medium	3.7		Bran flakes	3/4 cup	5.1
Blueberries	1 cup	3.5		Oatmeal, quick, regular or instant, cooked	1 cup	4.0
Strawberries	1 cup	3.3		Popcorn, air-popped	3 cups	3.6
Banana	1 medium	3.1		Brown rice, cooked	1 cup	3.5
Orange	1 medium	3.1		Bread, rye	1 slice	1.9
Raisins	1.5-ounce box	1.6		Bread, whole-wheat or multigrain	1 slice	1.9

Legumes, nuts & seeds	Serving size	Total fiber (grams)*		Vegetables	Serving size	Total fiber (grams)*
Split peas, cooked	1 cup	16.3		Artichoke, cooked	1 medium	10.3
Lentils, cooked	1 cup	15.6		Peas, cooked	1 cup	8.8
Black beans, cooked	1 cup	15.0		Broccoli, boiled	1 cup	5.1
Lima beans, cooked	1 cup	13.2		Turnip greens, boiled	1 cup	5.0
Baked beans, vegetarian, canned, cooked	1 cup	10.4		Sweet corn, cooked	1 cup	4.6
Sunflower seeds, hulled	1/4 cup	3.6		Brussels sprouts, cooked	1 cup	4.1
Almonds	1 ounce (22 nuts)	3.3		Potato, with skin, baked	1 medium	4.0
Pistachio nuts	1 ounce (49 nuts)	2.9		Tomato paste	1/4 cup	2.7
Pecans	1 ounce (19 halves)	2.7		Carrot, raw	1 medium	1.7