



January 12th, 2009

Remember, people will judge you by your actions, not your intentions.
You may have a heart of gold - but so does a hard-boiled egg. ~Author Unknown

Dining out Spotlight

JIM 'N NICK'S BAR B-Q



At JIM 'N NICK'S BAR B-Q, they feel that “great bar b-q and Southern food represent the very best of Southern culture” and “Southern hospitality is high art”. For a true Southern food experience and best in class food, whether it is a dinner for two or two hundred, visit JIM 'N NICK'S BAR B-Q in your area to “put some South in your mouth”.

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ALABAMA COLORADO FLORIDA GEORGIA NORTH CAROLINA SOUTH CAROLINA TENNESSEE

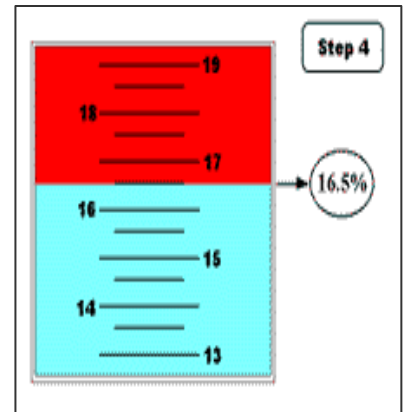


COMMODITY REPORT

ITEMS TO WATCH--Prices going up			
Asparagus Cauliflower Cantaloupes	Raspberries Iceberg Lettuce	Broccoli Romaine	Broccoli Crowns Honeydew
ITEMS BRINGING EXCEPTIONAL VALUE--Great Price Points			
Blueberry Snow Peas	Blackberry Grapes	Strawberry Boston Lettuce	C/T Green Beans Potatoes Russet

THIS WEEK'S BRIX READINGS

BRIX READINGS TABLE		Expose the refract meter measuring surface by lifting the surface cover.
CANTALOUPE 12ct	8.5	
CANTALOUPE 15ct	10.5	Carefully place a drop of the sample being measured onto the measuring surface.
HONEYDEW	13	
PINEAPPLE	16.5	Look through the eyepiece while holding the refract meter up to a light source.
RED GRAPE	18	
STRAWBERRY	7	Read where the contrast line (difference between light and dark areas) crosses the scale. Record the Brix value.
Brix is the measure of % sugar in a given sample. The instrument which is used to measure Brix is called a refract meter.		



ALERT- Lettuce, Broccoli, Cauliflower, Celery, and Leaf have been taking a beating from Mother Nature. Extremely cold temperatures have caused growth to come to a halt. We had lettuce iced this morning and are expected to have it tomorrow as well. This will cause epidermal peel and blister in all leaf and lettuce. See below for further details

ASPARAGUS

Mexico product is hurting due to cold temperatures in the new growing region. Harvesting should start by this Friday. Supplies are expected to be extremely tight on all sizes for the rest of the week. Peruvian asparagus has had lower production numbers. The quality is only average. Demand has picked up and looks to be strong for the rest of the week **MARKET HIGHER**

AVOCADO

- **Mexican fruit** – Supplies are steady crossing into the states. Demand is very good. **MARKET FIRING**
- **Chilean Fruit** - Chilean fruit supplies are a little lighter as the Chilean growers are trying to extend their season. **MARKET FIRING**



COMMODITY REPORT CONTINUED

BELL PEPPERS

Eastern Bells: The pepper market has jumped as demand out of the west increases. Wet weather arriving mid week will not help the situation. Anticipate an increasingly tightening market on pepper through the weekend and into the better part of next week.

BERRIES

- **Strawberries: No Change** Strawberry production in Florida continues strong. Reports of quality are good. Shippers are already actively looking for business in both Florida and McAllen TX. Warm days and moderate nights have made for ideal growing conditions in Florida and fobs are reflecting so. California is a bit higher than the other shipping areas due to still lower production and lesser quality. Demand is also playing a part in the market decline. **MARKET LOWER**
- **Raspberries: No Change** Raspberry production continues tight this week due to a very strong processing market in Chile. There are significantly less raspberries crossing currently. There are some small quantities from Chile into Los Angeles and some local Oxnard production but the local is very small quantities. **MARKET HIGHER**
- **Blackberries: No Change** Blackberry production from Mexico is up to speed and product is abundant, with consistent transfers from Mexico and landing two to three times a week and Mexican product into Los Angeles. There is significantly more product and current fobs are reflecting it. There are a handful of shippers with very aggressively priced blackberries due to heavy deliveries. Reports of quality have been good once again, there are plenty of Blackberries to go around. **MARKET LOWER**
- **Blueberries:** Blueberries are in good supply and will continue to be abundant for the foreseeable future. Now with vessels landing opposed to flown in product. We are seeing much more product arriving at once. This in turn is keeping fobs aggressive and shippers are continuing at this point to receive good amounts. The majority of fruit landing currently is Chilean and reports of quality have been good. **MARKET LOWER**

BROCCOLI

No Change The broccoli market is active due to recent weather changes. Most shippers are ahead of the fields by harvesting to early to cover demand. Cold temperatures have supplies limited in all of the growing regions. Cold weather is expected into tomorrow. Supplies will remain tight all this week with prices increasing daily. There is also Broccoli Crowns from Mexico crossing the border in Laredo Texas. **MARKET HIGHER**

CARROTS

Quality and availability continue to remain steady on the West Coast. Harvest is coming out of Bakersfield and Coachella. **MARKET STEADY**

CAULIFLOWER

No Change This market is very active. Supplies are very limited with all suppliers. Again, cold weather has altered the harvesting of this commodity. Pricing will likely get stronger daily. Product availability will be on the tight side throughout the week. **MARKET HIGHER**

CELERY

No Change This market is still extremely active in bigger sizes. 24 count and 30 count celery continue to be the most difficult to find. The smaller sizes are more readily available and are much cheaper. Cold temperatures are still causing problems with the growth. Expect product to be tight throughout the week. **MARKET HIGHER**

CITRUS

- **Lemon:** Supplies remain good on 95's thru 115's. Smaller sizes 165's and 200's are in shorter supplies. Quality and condition remain good. **MARKET FIRING ON SMALLER FRUIT**
- **Oranges:** Navel pack out is still light this week with a short work week. Size has shifted to bigger sizes; with 88's and smaller fruit are very tight. Quality is very good. **MARKET STEADY**



COMMODITY REPORT CONTINUED

CUCUMBERS

Eastern Cucumbers: Cucumbers are tightening back up as domestic supplies dwindle. Despite the influx of off shore product, the market will continue to rise as the off shore volume this year will not be enough to offset lack of domestic supply. Quality on off shore product has been excellent.

GRAPES

The California Crimson deal is on its last few days and should be wrapped up by the end of this week. Chilean grapes are in slightly better supply this week, but lighter than expected for this period due to vessel delays. In the weeks ahead, there should be more consistent vessel arrivals and in turn better supplies of Chilean Grapes giving way to more aggressive pricing within the next 7-10 days. Varieties currently available from Chile are Flame red seedless, and Perlette/ Sugarone/Prime green seedless. **MARKET STEADY**

GREEN ONIONS

No Change Supplies continue to be steady out of the Mexico region. The market remains stable. Defects such as decay have been minimal last week as production numbers increase. **MARKET STEADY**

KIWI

California storage Kiwi continues to be available, but could be finished within the next couple of weeks. Italian Kiwi is coming in already and is helping to fill any supply gaps. Once the California deal finishes up there should be decent supplies of Italian Kiwi and quality should remain very good! **MARKET STEADY**

LEAF LETTUCE

This market is looking to get active. Supplies will tighten up as the week progresses. Ice in the fields has cut harvesting times down. This will affect quality on all leaf. The lack of harvesting time and quality will allow the shippers to raise their pricing. Expect prices to get stronger daily. Some quality defects showing up will be Epidermal Peel, Fringe Burn, Tip Burn, and Wind Burn. **MARKET HIGHER**

LETTUCE

The lettuce market is still strong. Most suppliers are still fighting cold temperatures and lack of growth in this commodity. Cold temperatures have caused lettuce crews to be delayed at harvesting time. High winds have also created some quality issues as well. Quality will be average at best. The market looks to stay firm all week. **MARKET HIGHER**

MELONS

- **Cantaloupes: No Change** Guatemala is finished picking their first cycle of fruit and with the planting gap earlier in the year due to rain, this week and next week's incoming supplies will be affected. This is paving the way for continued light supplies. Honduras is also behind as the next area to import fruit, which could keep Cantaloupes light in supply for the next 2-3 weeks. There are still good supplies of the smaller sizes (15ct)* available now there are deals available! **MARKET HIGHER**
- **Honeydews:** Honeydews are extremely tight and will remain so through this week and well into next. Similar to Cantaloupes, Guatemala is finishing their pick on the first cycle of fruit, ONLY limited sizes are available, and the fruit is in very few hands. Large sizes are especially short and it looks to remain that way until Honduras fruit starts to arrive and provide some relief in about 10-14 days. **MARKET HIGHER**



COMMODITY REPORT CONTINUED

ONIONS

There is still good availability of product with good quality. The market is firming up as supplies are lessening and shippers want to have enough to make it through the season. Washington has good supplies now. Colorado still with light supplies. **MARKET STEADY**

POTATOES

No Change The cold weather along with the long weekend has slowed potato production. There are mostly Burbanks only available with limited Norkotahs being packed. We are trying to get all requests for a particular varietal fulfilled but at time of shipment, Burbanks and/or Norkotahs may be the only product available. Wisconsin and Colorado still have good supplies and quality. Colored potatoes are loading out of Washington, North Dakota and Wisconsin with good supplies and quality. California is going with all varieties available. **MARKET STEADY**

SQUASH

Eastern Squash: After several weeks of a down market, the squash market will increase over the next few days as wet weather moves into southern Florida and post holiday demand increases. Quality has been good.

STONE FRUIT

Peach supplies are up again this week, and Nectarines will not be far behind once the next vessel off-loads by the end of the week, but there is only fair demand at best. This lackluster demand is driving the market conditions and they continue low. As previously mentioned, if this trend continues expect the Chilean Fruit growers to divert some of their products to other countries besides the U.S. to try and get better returns. There are still good supplies of Chilean Cherries available in the East and West. **MARKET LOWER**

TOMATOES

Eastern: The weather in Florida has been ideal for growing and we are seeing strong production. Shippers are making some good deals on half load to load volume. This trend may continue until growers feel that it is not worth picking, and then we will start to see an increase in fobs. Shippers are actively looking for business. On the other hand we can expect to see growers / shippers start cutting back on harvesting to try to stimulate their market due to such a low market. Reports of quality are good. Roma tomatoes are in good supply with good quality. **MARKET LOWER.**

WATERMELONS

No Change The main Southern districts of Mexico are still about 2 weeks from starting their winter production and what is left from Northern Mexico continues to be limited in supply. Most Southern Mexican watermelons will not be ready until well after the first of the year and supplies will continue to be very limited until then. Quality is only fair with the sporadic crossings and fruit is coming from very few growers. Numbers crossing from Mexico are dismal at best, sizes are very sporadic and it is mainly small fruit. The 'seeded' supplies will be almost non-existent throughout the winter season as they are mainly used as "pollinators" ONLY. **MARKET STEADY**

VALUE ADDED

There are fair supplies for most suppliers. Aside from the cleaning of the outer leaves, the raw material has been fine. With the lettuces, ice has been seen at harvest time. It can be expected the processed items will have a shorter shelf life with any product using lettuce and romaine. Processors continue to work to make sure the material is cleaned up before going through production. Complaints have been minimal on green onions also

WEATHER CONTINUES

As this system continues eastward, it will bring cooler temperatures and breezy conditions to the Desert growing regions over the weekend. Temperatures in these desert locals are expected to remain above freezing with a very slight chance of rain. Following this latest storm system, medium and long-range forecasts anticipate a strong high-pressure ridge building off the west coast. This will usher in gradual warming and dry conditions through next week. Temperatures in the 80s are expected in the warmest regions with above seasonal norms expected throughout the desert region by early next week.