



January 20th, 2009

"Part of the secret of success in life is to eat what you like and let the food fight it out inside."
- Mark Twain

Dining out Spotlight



2837 Culver Road Mountain Brook, AL
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Located in quaint Mountain Brook Village, Daniel George serves creative American cuisine in an elegant yet unpretentious atmosphere. Menus change daily featuring gulf coast seafood, wild and domestic game, meats, poultry, and fresh local produce. Daniel George also has an extensive wine list. Visit their website at www.danielgeogerestaurant.com.

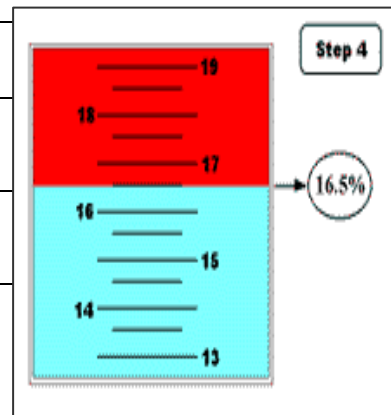


COMMODITY REPORT

ITEMS TO WATCH -- MARKETS VOLATILE, PRICES UP					
Broccoli		Cauliflower		Iceberg Lettuce	
Asparagus	Cantaloupe	Honeydew	Celery	Cucumbers	
Watermelons		Zucchini		Yellow Squash	
ITEMS TO WATCH -- MARKETS GOING DOWN/STEADY					
Strawberries	Blueberries	Blackberries	C/T Snow Peas	C/T Green Beans	
Peppers	Tomatoes	Potatoes	Avacodoes	Carrots	Apples
Limes	Oranges	Cabbage	Banana	Onions	

THIS WEEK'S BRIX READINGS

BRIX READINGS TABLE		Expose the refract meter measuring surface by lifting the surface cover. Carefully place a drop of the sample being measured onto the measuring surface. Look through the eyepiece while holding the refract meter up to a light source. Read where the contrast line (difference between light and dark areas) crosses the scale. Record the Brix value.
CANTALOUPE 12ct	14	
CANTALOUPE 15ct	9	
HONEYDEW	11	
PINEAPPLE	16.5	
RED GRAPE	16	
GREEN GRAPE	17	
Brix is the measure of % sugar in a given sample. The instrument which is used to measure Brix is called a refract meter.		





COMMODITY REPORT CONTINUED

APPLES/PEARS

Small sized apples are in excellent supply and that is where the deals are! With the exception of some of the VERY large sizes there are very good supplies in ALL varieties. Quality remains very good throughout the CA (controlled atmosphere) storage crop and all apples will continue shipping from storage in Washington State. Regional production areas including Virginia, Maryland, Pennsylvania, Michigan, New York and North Carolina are still shipping light supplies of storage apples and demand is only fair again this week for those. Washington and Oregon Pears continue production from storage, but the Bartlett Pear crop should be wrapped up by the end of this week. Still shipping are the Anjou, Boss, Golden Boss and several other pear varieties.

ASPARAGUS

Mexico product continues to be delayed due to extreme cold temperatures that were previously experienced. As of last week, 95% of the fern had not been cut off. Growers are expecting warmer temperatures for this week. This will only help the production to be stronger, hopefully by the end 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

AVOCADO

- **Mexican fruit** – Supplies are now crossing in good volume. Demand is very good and keeping supplies moving through sales. Projections look good on volume for the month. Demand also looks good through the month.
- **Chilean Fruit** - Chilean fruit supplies will continue to be light as the Chilean growers are trying to extent their season into February.

BELL PEPPERS

Eastern Bells: The pepper market has jumped as demand out of the west increases. Anticipate an increasingly tightening market on peppers through the week.

BERRIES

- **Strawberries:** Strawberry production has its difficulties. Cooler weather in Florida is slowing production down and we can expect a lower state of production and sizing for the next week to ten days. California production is a bit unstable due to high Santa Anna winds that had affected quality and shippers where very irregular with their harvesting patterns. McAllen continues to be the hot spot for price and volume. Reports of quality have been good.
- **Raspberries:** Raspberry production continues tight this week. There is some local California production but not with any significant volume. We are expecting some small transfers to start arriving from Chile next week. We will continue to see tight availability and stiff pricing.
- **Blackberries:** Blackberry production from Mexico is up to speed and product is abundant, with consistent transfers from Mexico landing two to three times a week 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. Some shippers are catching up on their numbers but there are still enough products to dictate some deal making. Reports of quality have been good once again; there are plenty of Blackberries to go around.
- **Blueberries:** Blueberries are in good supply and will continue to be abundant for the near future. Now with vessels landing opposed to flown in product. We are seeing much more product arriving at once



COMMODITY REPORT CONTINUED

BROCCOLI

No Change The broccoli market is active due to recent weather changes. Most shippers are ahead of the fields by harvesting too 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

CAULIFLOWER

This market continues to be very strong. Cold weather and planting gaps are the main reasons for supplies to be tight. Expect this commodity to be tight and active in price throughout the week.

CELERY

Suppliers are scrambling to find product and are substituting small sizes just to fill orders. Yuma will have a small window of production in approximately one to two weeks. This will help to better fill orders. Expect celery to be tight for the entire week.

CITRUS

- **Lemon:** Peak demand is on 140's, 165's and 200's. Demand on these sizes is very strong and exceeding supplies. We are seeing the size curve move to 115's and larger.
- **Oranges:** Navel pack out is still running to the bigger sizes; with 88's and smaller fruit very tight. Demand is exceeding supplies on small fruit.

CUCUMBERS

Eastern Cucumbers: Cucumbers continue to tighten up as domestic supplies come to abrupt halt due to cold weather. 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 domestic grape deal on Crimsons is finally done. Chilean grapes are still tight and the Flame red seedless grapes are extremely short going into this 3rd weekend of January. The Chilean vessels moving toward both the East and West Coasts have been experiencing delays giving way to supply shortages against very strong demand. It still looks as though it will not be until mid next week until things start to loosen up again. Green seedless supplies are decent and it is only because of the light demand. 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.

LEAF LETTUCE

All leaf items are active. Ice over the past two weeks has caused suppliers to bypass certain fields due to poor quality. This has caused a shortage in supplies. Expect pricing to get stronger through the rest of the week. Some quality defects showing up will be Epidermal Peel, Fringe Burn, Tip Burn, and Wind Burn.

LETTUCE

Although temperatures are better, lettuce is still tight in supplies. This commodity will be tight throughout the week. High winds and cold temperatures previously experienced continue to create quality issues that suppliers have had to deal with. This market will be active throughout the week. Quality will continue to be average at best.



COMMODITY REPORT CONTINUED

MELONS

- **Cantaloupes:** Extremely light supplies of Cantaloupes in all ports of entry have put them, along with the Honeydews, in a demand exceeds supply situation. Honduras cantaloupes are behind due to rain delayed planting gaps, and as the newest area importing fruit, this will put stress on the already light supplies of available fruit. Costa Rica, also a large growing area for some of the main importers, is still about 2+ weeks away from fruit arrival. These factors, coupled with the very strong demand look to keep Cantaloupes tight for the next 2-3 weeks and markets will be very strong.
- **Honeydews:** Honeydews remain in a demand exceeds supply situation and it looks as though it will continue into and through next week. Similar to Cantaloupes, Guatemala is finished their pick on the first cycle of fruit, ONLY limited sizes are available from Honduras, and the fruit is in very few hands. Most of the Honduras fruit is not quite ready due to the aforementioned rain delayed planting gaps, and Costa Rica is still a ways away. All sizes are short and it looks to remain that way until Honduras fruit starts to arrive and provide some relief

SQUASH

Eastern Squash: The squash market will continue to rise as cooler temperatures coupled with strong demand from both coasts pushes prices higher.

TOMATOES

Eastern: Production has been good for the past two weeks but we are expecting some cool temperatures to slow things down a bit. We are starting to see a slight increase on round tomatoes and romas have not reacted yet. Pending on how extreme the drop in temperatures is will dictate what kind of production we will experience.