



February 9th, 2009

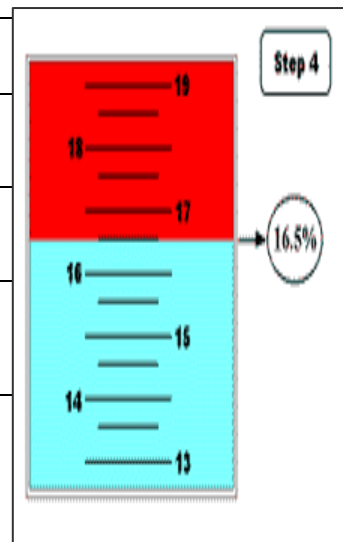
"The time is always right to do what is right." -Martin Luther King, Jr.

COMMODITY REPORT

ITEMS TO WATCH -- MARKETS VOLATILE, PRICES UP			
Seedless Watermelons	Yellow Corn	C/T Green Beans	Vidalia Onions
ITEMS TO WATCH -- MARKETS GOING DOWN/STEADY			
Asparagus Lettuce Colossal Onions	Broccoli Leaf Lettuce Cucumbers	Cauliflower Romaine Lettuce Green Peppers	Yellow Squash Cantaloupe Zucchini Squash

THIS WEEK'S BRIX READINGS

BRIX READINGS TABLE		<p>Expose the refract meter measuring surface by lifting the surface cover.</p> <p>Carefully place a drop of the sample being measured onto the measuring surface.</p> <p>Look through the eyepiece while holding the refract meter up to a light source.</p> <p>Read where the contrast line (difference between light and dark areas) crosses the scale. Record the brix value.</p> <p>Brix is the measure of % sugar in a given sample. The instrument which is used to measure brix is called a refract meter.</p>
CANTALOUPE 12ct	12.5	
CANTALOUPE 15ct	11.5	
HONEYDEW	11.75	
PINEAPPLE	16.5	
RED GRAPE	18	
GREEN GRAPE	14.25	
STRAWBERRIES	6.25	
RASPBERRIES	8.25	
BBLACKBERRIES	9	
BLUEBERRIES	19	





COMMODITY REPORT continued...

APPLES/PEARS

Most all apple varieties are available and quality is very good. Due to the abundant supplies, there are a few shippers that have decided not to pack some grades, sending more fruit to processing for juice than they have in many years. Regional production areas including Virginia, Maryland, Pennsylvania, Michigan, New York and North Carolina continue shipping light supplies of storage apples; demand remains only light for those. Washington and Oregon Pears continue production from storage, but the Bartlett Pear crop is all but finished for the year. Still shipping are the Anjou, Bosc, Golden Bosc and several other varietal pears

ASPARAGUS

The asparagus market has become a little softer. Supplies are better on jumbo sizing. The other sizes are plentiful and the availability should be good throughout the week. Most shippers are looking to move on standard and large sizes. There are still some Peruvian supplies but quality is marginal.

AVOCADO

- **Mexican fruit.** Mexican fruit is at peak-season maturity levels with excellent eating quality. Demand is good
- **Chilean Fruit:** Chilean season is coming to the end. Some shippers already done, but we will see fruit available into March in lighter volumes.
- **California Fruit:** Light harvest is underway of California fruit, but with this year's small crop, harvest is expected to lag until April. Maturity level is low, so ripening of the fruit will take longer than the Mexican and Chilean fruit

BELL PEPPERS

- **Western Green Bells and Colored Bells:** Warm weather in Mexico is keeping production good on green bells. There are some quality issues showing up on many lots, so you need to watch what you buy. Demand is good Red and yellow bells supplies are off a little as we move into the weekend. Continued decline over the next week or two as older fields finish up.
- **Eastern Bells:** The pepper market will continue to strengthen this week as demand increases and supplies diminish due to weather. Two weeks in a row of near freezing temperatures, in addition to a spell of wet weather should be enough to keep supplies tight for a couple of weeks.

BERRIES

- **Strawberries:** Strawberry production this week has started off tight and is continuing to fall. Shippers are starting out with low numbers and high demand with Valentine's Day approaching. California growing area (Oxnard) has experienced high Santa Anna winds, contributing to the lack of production. We are currently seeing great weather, but that will change tonight with cold Northern air mass moving down and bringing rain with it by Wednesday night or Thursday morning. This will compound the issue of low California production and put more pressure on the other producing areas. Florida is also looking at some cooler temps starting tonight, nothing like a hard freeze but significantly cooler temps that will slow production. Supplies will be snug for the week on all packs.
- **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 with the exception of Driscolls which seems to be getting better volume and have been adjusting raspberry prices down about every two days.
- **Blackberries:** Blackberries are not as abundant as in previous weeks. We are seeing reactions as some shippers are going up on pricing due to less product crossing. There are shippers that are still getting two to three trucks a week, but trying to take the fob up a bit. Reports of quality have been good.
- **Blueberries:** Blueberry shipments are slowing down a bit, and there has been good movement recently. Chile is not sending as many or as fast as they have been, due to lower than desired North American fobs. We will see less frequent vessels delivering fruit. Most shippers are sold out for the balance of the week waiting on new vessels to arrive or for fruit to be released. Shippers are trying to take the fob up, but we have not seen much activity there yet. Reports of quality have been good.

BROCCOLI

Supplies will vary from all shippers. Sharper pricing continues to exist in Santa Maria. There should be good supplies throughout the week. There continues to be good availability of broccoli crowns out of Mexico

CARROTS

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

CAULIFLOWER

The cauliflower market is getting stronger with all suppliers. Next week product availability will be tighter throughout the week. The quality as of this week has been good in terms of both color and texture



COMMODITY REPORT continued...

CELERY

This market has gained strength with most suppliers. Large sizing has become tighter. Please be aware that pith has been seen in long stalk celery cartons and this could be an ongoing problem. The smart move is to purchase the regular carton celery. There has been better production out of Yuma, Arizona. Florida is also in full swing production as well.

CITRUS

- **Lemons:** All 3 districts are in production. Sizing is peaking on 140's and larger. Fruit quality is strong.
- **Oranges:** Navel supplies are peeking on 56's/72's/88's and heavy to the fancy grade. Some slight increase in production on 113's from some shippers. 138's and 163's continue to be tight. Demand still exceeding supplies on small fruit.

CUCUMBERS

Eastern Cucumbers: With minimal acreage in Honduras and Mexico devoted to cucumbers this year and the extended cold weather in Florida wiping out domestic supplies the market is being pushed up again. Expect a tight market for another two weeks and a roller coaster ride until the off shore deal is over.

GRAPES

Chilean Flame red seedless grape supplies are improving, but shippers are still battling vessel delays, especially on the East Coast where winter storm activity continues to hamper port unloading schedules. The West Coast seems to be relatively unaffected by the delays now and there is most assuredly better availability. Vessels will be on a more consistent arrival schedule, although it will ultimately depend on weather and how timely the ships will be able to get docked and unloaded. Demand is still very good, and it looks like it will remain that way through the week. Green seedless supplies remain light and will continue that way for a couple of weeks, as the red seedless will be dominating the coming vessel manifests.

GREEN ONIONS

This market is currently stable. The quality has been good over the past few weeks. Supplies will continue to be steady out of the Mexico region. Defects such as decay, yellow and brown discoloration, and slime 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

The leaf market is steady with good supplies from all shippers. This market should be stable throughout the week. There have been a few issues on quality but overall, the leaf items have been strong.

LETTUCE

Availability of this commodity is tighter with all suppliers. Expect lettuce to be very tight at the start of the week. Many suppliers are gapping and this will cause product to be tight and create an active market. There is above average quality from most shippers.

MELONS

- **Cantaloupes:** Supplies on Honduras and Costa Rica cantaloupes have improved this week, but sporadic FDA holds and vessel delays have availability on a bit of a roller coaster ride. Overall supplies are better but the sizing is now to the larger side from both areas. Florida and New Jersey distribution points will continue receiving the majority of the fruit arrivals between them and the West Coast (L.A.). Cantaloupe supplies look to continue improving over the next 7-10 days which will once again give way to better market conditions especially in the large sizes (6ct & 9ct)*.
- **Honeydews:** Honeydew availability has improved again this week and fruit from both Honduras and Costa Rica is available. There is a wide range of sizing available and expect more of the same next week.

ONIONS

Shippers continue to evaluate the supply of onions remaining in storage and it looks like there will be supplies available out of Idaho through the end of April. Quality remains good. Washington still has good supplies as well. Colorado continues with light supplies.

POTATOES

Norkotahs, Burbanks and Westerns are all available for loading out of Idaho. There are warmer temperatures this week which will help to get product into the packing sheds. However with retail demand down the carton pack out with some sheds remains limited. Wisconsin and Colorado still have good supplies and quality. Colored potatoes are winding down out of Washington. North Dakota and Wisconsin have good supplies and quality. California is going as well with all varieties available.

SQUASH Eastern Squash: Demand has increased and another week of freezing, wet weather will cause the market to spike. Additionally, high winds moving into the growing regions are expected to knock blooms off of the younger plants. Expect very high markets on all squash for another week or so

TOMATOES

Eastern: Tomato production is now going to be leaning towards smaller sized fruit. We will see a lack of big fruit due to the past adverse weather (rain and cooling trend) has contributed to this. We can expect a gap in production as we approach the spring picking due to some growers having to go back, pull their fields and re-plant due to the freezing temps in some areas. And Florida is again looking at cooler temps to descend on them starting tonight. Reports of quality have been good.

WATERMELONS

Southern Mexico supplies are steadily increasing in both seeded and seedless watermelons, but overall the “pipeline” is still very thin. Most Southern Mexico watermelon growers continue to battle abnormal weather/growing conditions. Quality is only fair with the light numbers crossing into both Nogales and McAllen, TX and fruit is still coming from very few growers. Honduras (offshore) watermelons have started production, but we won't see the fruit in domestic distribution until at least next week. The 'seeded' supplies will be very light throughout the winter season as they are mainly used as “pollinators.”

INDUSTRY NEWS

SUPER FOODS

Super Food for your Heart Oranges

Navel and Valencia Oranges are Super foods for your Heart because one medium orange is a top source of vitamin C, providing nearly 100% of your daily value, plus is a good source of fiber and foliate. Several studies have shown fiber promotes heart health by reducing levels of LDL “bad” cholesterol. In fact, [Harvard and University of North Carolina researchers](#) found that for each 10 grams of fruit fiber eaten per day (oranges provide 3 grams), you may reduce the risk of coronary heart disease death by 30 percent. Research also shows vitamin C may prevent the oxidation of LDL or “bad” cholesterol, and that foliate helps reduce the levels of homocysteine, an amino acid which, at high levels, can lead to artery damage.