



**July 19th, 2008**

It takes a lot of courage to release the familiar and seemingly secure, to embrace the new. But there is no real security in what is no longer meaningful. There is more security in the adventurous and exciting, for in movement there is life, and in change there is power. - **Alan Cohen**

**FEATURE DESTINATION:**



**Hotel**

Since we are all having such a good time, why not stay awhile? With airy, beautifully designed guest rooms that make getting comfy a no-brainer, you can make yourself at home in style. Your pleasure and comfort are our only priorities – experience the commitment for yourself.

**Entertainment**

Be starstruck. Head bob. Dance in the aisles. Wave your cell phone or just sit back and lose yourself in the moment. Featuring an unrivaled line-up of the biggest headline acts in show business, hot up-and-comers, extravagant production shows and cutting-edge nightclub gigs, the Beau Rivage entertainment schedule is on everyone's most-watched list.

**Amenities**

Getaways are more than a trip... they are a state of mind. Immerse yourself in the ultimate relaxation, entertainment and recreational experience that will transform your visit into a memory that will feel fresh long after we have said our (temporary) goodbyes.

**Casino**

Game on! Indulge your passion for a very grown-up type of play in the 24-hour excitement of our spacious, luxurious casino. The variety is unbelievable and the atmosphere, electric. With everything conveniently located on one expansive level, you are sure to find a diversion that matches your mood. Ready to take a chance on fun?

**Restaurants**

Be seduced by the intimacy of a luxurious dinner for two. Indulge your craving for endless variety in a relaxed, lively environment. Sample the exotic. Find comfort in the familiar. Whatever your mood, palate or wallet desires, it is on the menu. Go on. pick your venue!

**Meetings**

Elevate your message and inspire your guests. Beau Rivage provides the ideal merger of sophisticated service, incomparable amenities and the most technologically advanced business tools - all in a beautiful resort setting that is sure to leave an indelibly favorable impression.

Call 228.386.7444 for more information.

\*\*\* COMMODITY ALERT \*\*\*

**ROMAINE HEARTS:** There have been several lots showing internal burn and tip burn. The shippers have been trying to trim back the tip burn. However, the result is a greener romaine heart with not much bleach/lighter color. We will see this problem well into next week

**FREIGHT**

Trucks in California continue to be tight and teams remain extremely tight. Trucks in the Northwest and Idaho are tight as well with many trucks deadheading to California. The National avg. increased again last week 3.7 cents a gallon and is currently at \$4.764 a new record for diesel nationally. Diesel at the Pilot Truck Stop in Salinas has dropped to \$5.059 a gallon, the first drop in 3 weeks. Crude Oil has taken a drastic drop the last two days and closed today at \$134.60 a barrel. This drop is due to a larger than expected rise in inventories today. The rise in inventory levels and news yesterday that the economy is struggling has helped drop crude oil 7.3 percent since Monday, which is the largest drop in a year and a half.

**APPLES/PEARS**

Granny Smith apples are finishing and finishing fast with very little supplies left. Demand continues to exceed supply on all apples. Fuji apples are still available in small numbers and could possibly go for another 10-14 days with the remaining supplies. As it stands, any apples remaining including Red, Gold and Granny Smith in storage bins left to pack are sizing out 72/80ct and LARGER as well as #1 and Premium grade. There are virtually no small sized apples remaining in storage. The apple market in general continues to climb with no let up in demand. Anjou pears should be available for another 2+ weeks from storage, and California Bartlett pears are already available!

**ASPARAGUS**

Supplies continue to be lighter on standard grass as large sizing continues to have the best availability. Suppliers range in pricing by a few dollars. Demand seems to have picked up and this is apparent as pricing has become stronger. Jumbo size asparagus continues to be very tight in supplies. Peruvian product is strong on large and standard grades.

**MARKET STEADY**

**AVOCADO**

**California fruit** – California fruit is peaking on 48's with smaller fruit volume dropping off. Demand is very good as Mexico's supplies are down to very limited numbers. The California fruit is at peak season levels, with good flavor and oil content. Market higher

**Mexican fruit** – Mexico's with very limited volume still crossing into the US. Mexico will transition into to Flor Loca crop by mid-to-late July.

## **BELL PEPPERS**

**Western Green Bells and Colored Bells:** The Bakersfield crop is all but finished with the recent heat spell knocking out what little supplies left to harvest. However, other growing areas including Oxnard, Gilroy, Hollister and Lodi/Stockton have picked up the pace and are providing better quality. Overall, these growing areas have less acreage planted this year than from previous years creating stronger markets and less available supply from week to week. With more green bells available next week, expect slightly softer market conditions. Red and Yellow bells are now coming from Bakersfield as well as Oxnard, but light supplies and continued strong demand will keep the market steady into next week.

**Eastern Bells:** This market is unstable with pepper beginning to be harvested in several different states on the East Coast. Georgia will finish at the end of this week so some spot deals may be available there while limited supplies out of Tennessee and North Carolina will create a higher market in those areas. Market should soften gradually in the coming days.

## **BERRIES**

**Strawberries:** the market continues to show weakness and a low demand. The weather remains moderate and consistent with cool nights and warm days. Shippers are making some great valued deals currently. Production remains strong. Quality is good to fair.

**Raspberries:** demand is steady but not overwhelming. There have been no major problems in growing conditions or production. Quality remains good in local California crop and Pacific North West. British Columbia will be starting in about a week and a half and speculated production is good. **Market steady.**

**Blackberries:** The supplies of blackberries remain good. Consistent warm weather continues to increase growth rates on blackberries. Next week shippers will start receiving blackberries from Mexico and British Columbia further weakening the market. Production and quality is good.

**Market Lower.**

**Blueberries:** The supply of California grown Blueberry production continues to be average. The Pacific North West is producing good volume and is putting pressure on California grown product. Georgia, Michigan and Indiana are currently producing good volume and good quality. Overall blueberry quality is good...

**Market steady.**

## **BROCCOLI**

The market is steady this week. Most suppliers in Salinas, Mendota and Santa Maria growing regions have ample supplies available. This will likely continue throughout the week. Pricing has remained stable. The weather has cooled off this past weekend and the quality is expected to be strong. Most processors are reporting to have good raw product for the processing plants.

**MARKET STEADY**

## **CARROTS**

Quality and availability continue to remain steady on the West Coast. Carrots are really sizing up nicely and product looks good. Harvest is still coming out of the Bakersfield area. Texas Carrots are still crossing the border from Mexico. Availability is once again fair on carrots due to the past rainstorms in Mexico. Market is starting to increase out of Texas.

**MARKET STEADY**

## **CAULIFLOWER**

The cauliflower market has eased up considerably. Supplies exceed demand. Many suppliers have adequate supplies available to cover contract business. The demand for open business has slowed considerably and this has caused a drop in the market. The cooler weather this past weekend has helped the quality in terms of color and texture. Please be aware that because the planting for this commodity is less with most suppliers, expect the market to be up and down from week to week. The quality continues to be nice in the northern districts. Weight average 28-30 pounds.

**MARKET STEADY**

## **CELERY**

This market remains steady. Supplies continue to be lighter on small sizing, and heavy to the 24 counts. Demand has been moderate. Suppliers vary on availability and this is why there are fluctuations in pricing. Expect demand to be stable for the week. The high heat from previous weeks has caused seeders to be seen at harvesting time. Weights will average 55-60 pounds.

**MARKET STEADY**

## **CITRUS**

**Lemon:** Demand continues to be very good, and volume is still holding steady. Fruit continues to peak on 140's and 165's, with 115's and larger remaining tight as there is not a lot of size growth. Quality is good and condition is strong. The market is steady.  
**Oranges:** Late Navels are finished for the season. Valencia orange supplies are good, peaking on 88's and 113's. Demand continues to improve, with the strongest demand on 88's and smaller. Quality is very good. The market is steady.

## **CUCUMBERS**

**Western Cucumber:** Baja will continue as the pre-dominant growing area for western cucumbers, but look for market to gain strength into next week with somewhat lighter supplies. The Pacific North West is going with light volume and demand remains strong.

**Eastern Cucumbers:** Cucumbers are now available in most of the northeastern growing regions. Volume and quality is decent at this time and only looks to get better. Again, there is a large spread in this market due to picking in several states. Watch for irregular sizing and quality during the next few weeks.

## **GRAPES**

Optimal growing conditions prevail in the Central Valley's major grape producing areas now and there is excellent size, color, and sugar in all grapes. The sizing is on the large side in most all lots and fruit is grading out very strong! Flame red, Sugarone/Thompson/Perlette/Early Sweet green, and multiple varieties of black seedless grapes are available now! Expect availability to continue excellent and quality to be outstanding!

## **GREEN ONIONS**

Supplies are good and demand has eased up. The quality has cleaned up considerably compared to previous weeks past. Domestic green onions have started up slowly. Demand is expected to be fair for the week.

### **MARKET STEADY**

## **KIWI**

Excellent quality Kiwi is available from both New Zealand and Chile. Demand is only moderate, and the markets will remain steady into next week!

## **LEAF LETTUCE**

Supplies exceed demand on all leaf items. Supplies are light to moderate and the quality is fair. Internal burn continues to be reported from certain lots. Romaine has good availability with most suppliers with demand being moderate at best. Prices will vary from shipper to shipper on all leaf packs with deals available. The quality out of Salinas is very nice on romaine with weights in the 35 to 38 pound range.

### **MARKET STEADY**

As most of you are aware, many Local commodity programs have begun. Pro Act is here to service those needs as well. Nunes has started their leaf program in New York. They load out of Chester, New York. This facility is located northwest of New York City. Right now, they currently have Green Leaf, Red Leaf, and Boston. They will not have any Romaine until Thursday.

## **LETTUCE**

There has been little change in the marketplace for this commodity. Suppliers should have good supplies all this week with the quality being reported as good. There are deals on lower pricing available on large volume orders the front part of this week. Weights have been consistently 44-50 pounds.

### **MARKET STEADY**

## **MELONS**

**Honeydews:** There are now Arizona high desert melons available, as well as the dominant Westside California deal! Quality is excellent and there is a heavy supply line of smaller sized fruit. There are deals out there on load volume orders, so look to promote some big numbers of this new crop fruit! Plants are returning to normal production following last week's heat and with cool nights, sugar levels should be back to the higher levels. Look for the market to remain steady at the lower levels into next week with abundant supplies of small fruit!

## **Melons continued...**

### **Cantaloupes:**

There continues to be heavy production on smaller sized fruit and that is where the most market softness is. Size 9's through 18's are available now for new crop fruit from the Westside deal and mainly 9's and 12's only from the Arizona's high desert new crop. Fruit sizing will remain heavy to the smaller side of the spectrum and there will be plentiful supplies into next week. Market conditions will remain low, especially on the small fruit, well into next week. Overall quality is very good on cantaloupes!

### **ONIONS**

There has been light harvesting out of New Mexico with shippers quoting staining from the recent rain on the onions. Quality should get better as the fields dry out. California has good supplies. They still have good quality and availability.

### **Market Steady**

### **POTATOES**

California Russet Potatoes continue their production with availability through the beginning of next week. Market is steady to higher.

Idaho and Washington Russets continue to pack out small out of all areas and remain heavy to #2's. Market is continuing steady. The storage season is winding down quickly and new crop Idaho's are behind schedule expected start dates for new crop product are right around August 18<sup>th</sup> - 25<sup>th</sup>. Overall acreage is down as far as 14-20% this year on new crop product.

Washington new crop should start around August 1.

Colorado finished their storage crop for the season and should be into new crop around August 1.

Nevada is still in very small Burbanks and they are still in lots with less #1 product.

Bakersfield is all but done for the season on colored potatoes with limited availability of Russets.

Northern California product is coming on with good quality and availability. Market is going up with the Bakersfield product finishing up.

North Dakota has finished for the season.

Arizona is going with limited availability on reds and golds and should finish up in the next week or so.

### **SQUASH**

**Western Squash:** Production continues strong in Baja, Santa Maria, Fresno, and Salinas/Watsonville! Demand is only moderate and the market will remain steady into next week. Overall squash quality is very good right now with warm days and cool nights!

**Eastern Squash:** Squash is coming into decent volume out of the northernmost growing regions. Areas like North Carolina and Tennessee are producing good volume and holding their prices down, creating a spread in the market.

## **STONE FRUIT**

Abundant supplies of tree fruit are available. As we move into the third week of July and through many different varieties of Peaches, Nectarines, Plums and Pluots, expect sizing to increase to the larger fruit. There are deals out there on big volume, especially in the smaller sized fruit, but overall there are big numbers EVERYWHERE! The quality is significantly better than seasons past and it would bode well to keep promoting as much as possible while the peak of the season is full throttle!

## **TOMATOES**

**Western:** Demand is steady, moderate pace. Many shippers are continuing at the low end of the market. Moderate to high heat continues in California growing areas but not hurting production or quality much. Some shippers are trying to get a respectively higher f.o.b. but the market is very weak. Quality is good.

**Eastern:** The market in the east is much firmer than the west. Weather and rain has played a big part in that as well as different growing regions both finishing and starting. The Carolinas are now producing with minor production issues due to the weather. Market will show signs of volatility due to different growing regions having vastly different ranges of sizing. Market unstable.

## **WATERMELON**

Even with many local growing areas throughout the US going on Watermelons, there is still significant demand for them and the market is steady. It is peak pull time for summer watermelons and fruit quality is excellent, especially from California and Arizona! Expect market conditions to remain constant into next week as well!

## **VALUE ADDED**

Raw product continues to be strong on romaine and lettuce and questionable in spinach. Processors continue to fight mechanical damage and excessive wetness from the spinach being harvested. The processed green onions have had a few quality issues. Some lots have arrived showing yellow to brown discoloration.