

**July 7, 2008**

“The difference between perseverance and obstinacy is that one comes from a strong will, and the other from a strong won’t.” ~Henry Ward Beecher

**OUT ON THE TOWN**



**Ocean Restaurant  
Birmingham, Alabama**

Voted Best Restaurant, Best Chef and the recipient of The Wine Spectator's Award of Excellence for the past five years, Ocean offers fresh seafood in an exciting and contemporary atmosphere. The menu features fresh oysters and fish from around the world. Locally owned and operated by George and Harriet Reis.

Dinner Tues-Sat. starting at 5:30pm. Reservations recommended. 205.933.0999 or visit them online at [www.oceanbirmingham.com](http://www.oceanbirmingham.com) for open table online reservations.

Also, visit Ocean's sibling, 26, next door with the same city- feel but industrial chic décor and the buzz of bistro dining. Slow roasted rustic flavors meet fast, fresh influences... Light and heavy play together with the extraordinary flavor combinations that George Reis does so well. 205.918.0726.



## MARKET UPDATE

### APPLES/PEARS

Strong retail and foodservice demand continues to put the pressure on the remaining limited supplies of Washington apples. Varietal red apples are all but finished for the year with the exception of a few premium grade large sizes. Gold Delicious and Granny Smith apples also have only limited volumes available and, much like all storage apples left, are packing out in large sizes and premium grades. Pear volumes are dropping and limited to the large sized #1 grade. Storage Anjou Pears will finish by the end of next week. California Pears have started in a light way, but will go much stronger starting next week (July 7)\*.

### ASPARAGUS

Mexico continues to produce good volume in both standard and large size grass. Extra large and jumbo sizing are available but demand a premium price. Overall, the quality has been good. This market looks to get stronger now that Washington is finished and California is winding down.

### MARKET STRONGER

### AVOCADO

**California fruit** – California growers are increasing harvest as Mexico's season is winding down. Over all volume is down for the year, but California fruit is at peak season levels, with good flavor and oil content. Supplies are peaking on 48's, with smaller fruit limited in supplies.

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

### BELL PEPPERS

**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.

### BERRIES

**Strawberries:** Strawberry supplies continue erratic. Irregular weather patterns and insufficient knowledge of the variety of berry plant predominantly being utilized are the main reasons. The plants are not producing in the patterns that they usually do. Typically, you would see three stages of growth on the plant at the same time (blossoms, green fruit and ripe fruit). Currently we are only seeing one or the other, ripe fruit ready to come off or blossoms. This pattern seems like it will continue for weeks to come. Overall berry quality is improving as we get out of the heat-damaged fruit. Market steady.



### **BERRIES CONTINUED...**

**Raspberries:** Continue to be slightly tight but by next week, we will have both local and Pacific North West product. As more product from up north arrives, expect to see the market ease up a bit. Quality is improving, as temperatures remain mild. Slight market increase.

**Blackberries:** production is good to strong with good quality. Local and Pacific North West production will continue to keep blackberries readily available. Mild temperatures in both producing areas will keep supplies strong. Slight market decline.

**Blueberries:** continue with average supply in California. This will continue until mid next week. The Pacific North West product should be filling the gaps then. Georgia and the East are producing good volume and good quality. The Carolinas were hit with a bit of rain in the past two days and the effects are yet to be seen. Firm market.

### **BROCCOLI**

There has not been much change from the beginning of the week. Suppliers continue to have moderate amounts on both crowns and bunched broccoli. The weather has cooled dramatically and this will help to slow the growth of this commodity. Expect to see sporadic bunches with large beading on the heads. Overall, the quality is cleaner this week compared to last week.

**MARKET STEADY**

### **CARROTS**

Carrots are in good supply on the West Coast. Quality and availability are good.

**MARKET STEADY**

### **CAULIFLOWER**

There are ample supplies from most shippers through the week on this item... The cooler weather has slowed down production; however, many shippers want to be clean at the end of the week. Expect pricing to be stronger towards the end of the week. For now, pricing will be stable. Slight discoloration is a characteristic of this product. Expect the quality to be fair over the next weeks as this commodity continues to recover from the past high heats.

**MARKET STEADY**

### **CELERY**

The availability on 24s is stronger compared to all other sizes. Santa Maria is still at a lower price to book product. Salinas however is getting stronger in production. Small sizes continue to be tight and command a premium price. This pattern will continue through the week with little to no change expected.

**MARKET STEADY**



## **CITRUS**

**Lemon:** Demand continues to be very good, and volume is holding steady. Fruit is still peaking on and 165's, with 115's and larger expected to remain tight as there is not a lot of size growth. Quality is good and condition is strong. The market is steady.

**Oranges:** Shippers with Late Navels are on final floor counts and will be done this week. 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**

**Eastern Cucumbers:** Cucumbers will be available out of Michigan and Ohio at the latter part of this week but in limited supplies. This market will begin to soften next week as volume increases in the northern growing regions.

## **GRAPES**

Mexico and Coachella are finishing their production for red, green and black seedless with limited availability into next week. The Bakersfield/Arvin districts are starting in a light way this week with light supplies of Flames, Sugarone green seedless and other proprietary green seedless grapes. Coachella and Mexico, although finishing, are still producing good quality product. As stated earlier, truck traffic will be limited to those areas and as they finish production, will be offering the low priced deals. This week and next through the full transition period availability on black seedless and red globe seeded grapes will be limited. Quality for new crop fruit is excellent!

## **ONIONS GREEN**

This market continues to be steady in terms of quality and pricing Decay and browning are still problems with Mexican product. Supplies are expected to be light to moderate for this holiday week. Early forecast indicate that the quality is starting to get stronger.

## **MARKET STABLE**

## **KIWI**

Both New Zealand and Chilean Kiwi supplies are very good, especially on the West Coast. All packs and sizes are available including bin product and fruit quality is excellent across the board.

## **LEAF LETTUCE**

Low yields and average quality continue to be the story on green leaf. Internal burn caused from the previous week continues to hurt suppliers. Pricing will continue to be active through the week and likely into next week also. Romaine is expected to get stronger for the weekend. Green leaf continues to average in weights of 20 to 24 pounds. Romaine will be approximately 38 to 44 pounds.

## **MARKET HIGHER**



## **LETTUCE**

Supplies have increased as we enter the Fourth of July weekend. Demand is light and a few suppliers found they were heavy on product. The market is softer and will continue through the week. It is expected suppliers will keep pricing down for the rest of the week to keep movement on this commodity. The cooler weather has helped the quality to be stronger than previous weeks past.

## **MARKET LOWER**

## **MELONS**

**Honeydews:** Mexico is all but finished for the season and the AZ honeydew deals should wrap up within 7 days. The Bakersfield/Huron districts are going in a light way, but significant volume increases will not come on until the beginning of next week. Sizing for new crop fruit is also very sporadic creating sizing issues for fruit orders over the next few days. Demand is very strong going into the holiday weekend, but should tail off quickly after it is over. Expect the market to settle and be slightly lower next week, with the increased supplies and slower movement.

## **Cantaloupes:**

AZ desert production should finish within the next 7 days and the Bakersfield has not quite yet ramped up their needed production. Demand for large sized fruit is exceeding the available supplies and the market is strong going into this holiday weekend. Although there is that strong demand present, expect it to drop off to start next week, the markets to settle down, and more of a size spectrum to become available.

## **ONIONS**

Huron, California and New Mexico are going strong with good availability. Market looks to be getting a little stronger but there are still some good deals out there. Watch quality on the deal product as some shippers have slowed movement and may have weak product.

Vidalia Onions are still going with good quality and volume.

## **Market steady**

## **POTATOES**

California Russet Potatoes continue their production, but with light numbers and strong pricing. Product will be available through next week.

Idaho and Washington Russets continue to pack out small out of all areas and remain heavy to #2's. Market is continuing at high levels but has leveled out for now. The storage season is winding down quickly and new crop Idaho's are behind schedule (they may start mid August or as late as September). Overall acreage is down as far as 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 as well.

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



### **POTATOES CONTINUED....**

Central California colored potatoes will be winding down over the next couple of weeks with Northern California product coming on with good quality and availability.

North Dakota has finished for the season.

Arizona is going with limited availability on reds and golds and should finish up in the next couple of weeks.

**Burbanks are becoming even more limited on all sizes. This will remain the case for the remainder of the storage season.**

### **SQUASH**

**Eastern Squash:** Above average temperatures in the southeast are creating quality issues in squash, leading to an increased market. Despite good volume, these quality issues are keeping this market from softening.

### **STONE FRUIT**

July is the peak production month for Tree Fruit and WE NEED TO PROMOTE. There could not be better quality, better color, better flavor and better availability than RIGHT NOW! There are plentiful supplies of Yellow and White Peaches, Yellow and White Nectarines, Pluots, Red Plums and Black Plums. Now is a good time to plan the mid to late July promotions and they will be well rewarded with the highest quality, best valued fruit!

### **TOMATOES**

**Eastern:** Georgia, Arkansas, the Carolinas and Florida are producing fruit with far more supply than meets demand. There is good production in all of these areas with good quality. Market decrease.

### **WATERMELON**

Both seeded and seedless watermelons are very tight going into the holiday weekend! The AZ production quality seems to be much better quality with CA product showing hollow heart and internal cracking. Expect better availability and an ease off for market conditions as we move into the middle of next week.

### **VALUE ADDED**

The market is steady in terms of quality on most value added items. The aftermath of the heat has not been prevalent as of yet. There have been a few complaints on value added product, but minimal in numbers. Green onions have been less of a problem than in the previous weeks. Demand has been light, overall.

### **MARKET STABLE**