



WEEKLY NEWSLETTER AND COMMODITY REPORT

NOVEMBER 9th, 2009

CUSTOMER SPOTLIGHT The Parker House Restaurant Olde Towne Ridgeland



The Parker House opened in April 1994, Ridgeland, MS, the creation of husband and wife, Steve and Barbara Parker. Having no previous restaurant experience, their philosophy was: "Whatever you decide to do, do it 100 percent and don't look back." Through hard work and on the job learning, the restaurant grew and in 1999 they moved the restaurant to the former home of Ernie and Jean Adcock, in the "Olde Towne" area of the Jackson Street Historical District in Ridgeland, MS.

In August of 2005, the restaurant hired Andy Cook to take over as Chef for The Parker House. Andy, a former student at Ole Miss and a graduate of The Culinary Institute of New Orleans,

grew up in Madison and The Parker House was a favorite of he and his family. After spending time at renowned "Commander's Palace" and "Dick and Jenny's" in New Orleans, Cook landed back in Jackson after Hurricane Katrina. Within 4 months of working there, Steve and Barbara approached Andy about selling him the restaurant. The deal was made and in July of 2006.

Andy then put his focus on adding his own style to the restaurant's cuisine, while maintaining the standards and traditions of the restaurant's past 12 years. He likes to apply classical European and New Orleans techniques and apply it to Southern ingredients. He seeks out the freshest, local ingredients that he can find, and grows all his own herbs and many of his own vegetables, at the restaurant and at home. He also buys from several local producers throughout the city and state.

In February of 2007, Andy's older brother, Tim, was leaving the financial world, and joined Andy, as business partners in The Parker House. Today The Parker House is truly a family business, with Tim's wife Kelli and Andy's wife Jennifer actively involved with the restaurant and oldest brother, Chris and his family, or their parents, Wendell and Carol, at the restaurant, either having a meal or helping out.

Together, Andy and Tim are dedicated to raising the bar for restaurants in Mississippi, and to providing an exceptional dining experience, unrivaled in the Jackson area.

Menu Highlights Include

Grit Fries
Goat Cheese Ravioli
Catfish Katherine
Duck Jezebel
Lavender Crème Brulee

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WEATHER REPORT

In Central California daytime highs in the low 70's with overnight lows in the 50's are forecast through Wednesday. The southwestern desert regions highs in the 90's with overnight lows in the 50's look to be the norm. In the Southeast high temperatures in the high 70s in the northern regions to mid 80s in Central Florida with a slight chance of showers in the southern most regions through the week look to be the norm. Tropical storm Ida is expected to reach landfall over the Gulf Coast in less than 24 hours bringing with it heavy rain, wind gusts and isolated thunderstorms.

OVERALL CROP OUTLOOK

- Small sized apple supplies are very limited with crops peaking on 64/72/80ct.
- Naval orange supplies are very limited on small size fruit.
- Strawberries are very limited and will be for the next month.
- Cauliflower, leaf lettuce and broccoli are light in supplies with marginal quality.

MARKET REPORT

ITEMS TO WATCH -- MARKETS VOLATILE, PRICES UP

Asparagus Grapes Honeydew Tomatoes

ITEMS TO WATCH -- MARKETS GOING DOWN/STEADY

Apples	Avocados	Bell Peppers	Blackberries	Blueberries	Broccoli	Cantaloupe	Carrots
Cauliflower	Celery	Cucumbers	Green Onions	Iceberg Lettuce	Kiwi	Leaf Lettuce	Lemons
Onions	Oranges	Pears	Potatoes	Raspberries	Squash	Stonefruit	Strawberries
							Watermelon

APPLES/PEARS

Pre-sized bins on all apples out of Washington State continue to yield large fruit. Most all varieties are packing out 64-72-80's with very few cases per bin in the small sizes. Furthermore, the bins are yielding mostly #1 and Premium fruit, leaving very little in the lower grade ranges. This will be a season long issue and could generate shortages on small sized fancy fruit for the duration of the Washington State apple crop. Overall crop shortages attributed to early and late growing season freezes (upwards of 5 million cartons over the season)* will also contribute to the low levels of small fruit available. California is still packing mainly Pink Lady Apples with a few light supplies of Granny Smith also available. There are other areas in the Northeast (including the Carolina's, Virginia, Michigan and New York) packing red 'typed' apples, and demand for those is very good as well, especially with the limited supply of small sizes. Anjou Pears are in excellent shape with better supplies in Washington and Bartlett pears are still going strong. There are also now varietal pears including Bosc, Seckel, Concorde, Comice and Red Pears. Special apples, including the famed Honeycrisp variety, are in good supply. Now is the time to get them.

ASPARAGUS

The market is light in availability on Mexican grass. Heavy rains were seen in Mexico and this has created low yields in this growing region. Currently supplies are lighter on Peruvian and Chilean grass. Supplies are expected to increase next week. Pricing will be stronger as this week already indicates.

AVOCADO

Mexico and Chile continues with good steady supplies. We are seeing higher maturity levels from both countries.

- **Mexican Fruit:** Supplies are a little lighter this week as growers are looking to try to firm pricing. The size curve evening out some with larger fruit crossing and maturity is continuing to improve.
- **California Fruit:** California fruit should begin with light harvest sometime in December. This year's crop forecast looks much larger than last year's.
- **Chilean Fruit:** The majority of the fruit is still 50's and 60's. Chile is expected to continue through January with shipments.



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BELL PEPPERS

Eastern Bells: Market remains strong with larger sizes mostly available. Both Florida and Georgia working product now so the market has softened. Heavy rains are expected through South Georgia in the next few days which could mean an early end there and strong winds across Florida will limit availability this weekend. Watch for the pepper market to tighten back up by the weekend.

BERRIES

- **Strawberries:** Strawberries are being harvested in Salinas/Watsonville, Santa Maria, Oxnard and Mexico at this time. Supplies are limited out of all areas and will be for most of this month. Quality is fair to good. The next area to come into production will be Mexico which has started in a small way but will not be in full production till the middle of November. Florida strawberry production will not start up till the first part of December. Once Florida gets started we should slowly see supplies start to meet the demand. Look for the market to be high with limited supplies thru November
- **Raspberries:** Raspberry production remains consistent and quality remains good. Raspberries are being harvested in California and Mexico at this time. Quality is good.
- **Blackberries:** Blackberries supplies are increasing out of Mexico. Quality is also starting to improve as each week moves on. Market is steady
- **Blueberries:** Supplies are still limited the start of this week. Supplies should start to increase as this week moves on. The main pack size will be 6oz and will move into the bigger packs as production increases.

BROCCOLI

Supplies are stable on this commodity. This market will be light in availability over the next few weeks as we transition into Yuma. Santa Maria has tightened up its availability as well as the Salinas Valley. Issues on this commodity include yellowing, knuckling, and pale green appearance. Processors are purchasing as much product as can be had and this will cause shortages in availability for carton business. Yuma will not begin production until approximately the third week in November.

CARROTS

California carrots coming out of Bakersfield are sizing slower due to cooler weather. Jumbo market is firm.

CAULIFLOWER

Due to less demand, pricing has eased up to start the week. Although suppliers are not heavy on product, most want to keep activity moving for this commodity. Yuma will begin production the week of Thanksgiving. Expect the availability on this commodity to be sporadic over the next few weeks as the transition to Yuma begins. Some reports of brown spotting have already begun to be seen upon arrivals.

CELERY

This market continues to be stable. Santa Maria continues to comparative to Salinas pricing. The Oxnard region has also begun production. The quality continues to be strong with no major issues to report.

CITRUS

- **Lemons:** Supplies are good on all sizes and grades. The Desert crop is 30 to 40 percent lighter this year and quality is very good.
- **Limes:** Supplies are lighter this week as Mexico experienced rain last week, stalling the harvest. This is expected to be a short term issue. Quality remains good.
- **Oranges:** Navel quality continues to improve. Supplies remain tight on choice 88's and smaller. 138's of both grades are very tight. Demand continues to exceed supplies of 88's and smaller. Small fruit looks to be tight for the season as this years crop is heavy to big fruit.

CUCUMBERS

Eastern Cucumbers: Market is lower, with increased volume beginning in Florida. Quality is ranging from good to fair, depending on the area. Georgia still has some supplies, but the quality has not been as good due to the rain they have had for the past week. More rains in that region should bring an early end to the Georgia deal.



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GRAPES

The Thompson Green Seedless crop is finishing fast. Most all Thompsons are coming from storage now as supplies are low and quality is only fair. Shipping point inspections are not revealing the problems that are occurring in transit and they currently have very little shelf life. There are only a few Autumn King Green seedless left and even those are extremely limited in supply with relatively short shelf life. There are, however 18# Brazilian Festivals (only located on the East Coast) available, but supplies are sporadic and they depend on container arrivals to replenish needed supplies. Overall supplies on green seedless look to remain very low for the next 3 weeks. Looking forward, both Brazil and Chile have received cold weather and rainfall which will have a significant affect on upcoming supplies, in this transition period from domestic to imported fruit. Chile also looks to be pushed back about 7-10 days due to the early and late season cold weather. Domestic California Red Seedless grapes look to remain steady again this week with Crimson to finish out the season. Demand remains strong for red seedless; however the market should remain steady this week. Market levels for green seedless will continue to rise this week and into next with only limited supplies available.

GREEN ONIONS

This market continues to be stable. Supplies are moderate to good on Mexican grown product. Pencil sizes are still the largest volume available. The quality continues to be good with no significant problems to report. Processors have had minimal problems with the raw product available.

KIWI

California Kiwi supplies are still very good and there is also Italian Kiwi available on the East Coast. The market will remain steady with strong demand, and quality is very good.

LEAF LETTUCE

The next few weeks of Salinas's production will have various issues. Romaine items will continue to have defects such as such as brown spotting, browning up the rib, brown butts, fringe burn and internal burn. Green leaf supplies are better than all other leaf items. Production in Yuma has started this week lightly with a few suppliers and volume will pick up towards the end of next week. This market will be active over the next two weeks. Romaine hearts continue to be light in availability. The quality is marginal at best. Fringe burn is still being seen upon arrivals. The hearts are twisted in growth with some suppliers. Continue to expect defects on leaf items over the next few weeks with production from Salinas.

LETTUCE

This market is currently stable. Most suppliers are dealing with issues such as lightweights, mildew and browning on outer leaves as well as excessive ribbing. These issues will continue whether the production is coming from Huron or Salinas. Supplies are light in Yuma and production will not be stronger until approximately a week to two from now. Supplies are definitely lighter out of Salinas compared to Huron. Huron product is reported as being cleaner but weight still range from 34- 37 pounds on the average. This will continue throughout the week.

MELONS

- **Cantaloupes:** Arizona continues to produce the majority of all domestic Cantaloupes available now and the prices should remain level again this week. Central Arizona is now winding their production down and will continue to do so over the next couple of weeks. Cooler weather has settled in to start this week but sizing remains on the small side. The peak sizing is in 12/15ct and will be that way at least another 5-7 days and possibly longer. There are now offshore cantaloupes available from the first pick in Guatemala! 9 and 12ct are the main sizes available, but a few smaller sizes will be available by the end of the week in Pompano. There are still supplies of Mexico Cantaloupes crossing through the Nogales, AZ point of entry, but movement is only fair. Quality on product of Mexico has improved and should continue to as we move through the week. Fruit quality remains decent with moderate sugar levels.
- **Honeydews:** Honeydew markets have firmed up a little to start this week and should continue to firm as Arizona winds down and Mexico production steadies. Volume is still heavy to 4/5/6ct and will remain so this week. Demand is picking up slightly but market should remain fairly steady this week.



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ONIONS

Quality is excellent and Idaho/Oregon continues with very good availability this week on red, yellow and whites. The market is staying steady with Washington keeping the prices low due to ample supplies and good quality. There are good supplies available out of Colorado and Utah.

POTATOES

We should see the retail demand start this week as we get closer to Thanksgiving. Idaho is steady on supplies with Norkotahs still the main varietal but Burbanks are available. Washington new crop Norkotahs are going strong with good quality and availability. Colorado is going strong with new crop supplies as well. Southern Washington has finished up for the most part on colored potatoes. Mount Vernon, Washington with good availability; product quality is excellent. North Dakota and Wisconsin have good supplies of red, yellow and white potatoes.

SQUASH

Eastern Squash: Volume begging to increase in Southern Florida, with good quality. Market has weakened with both Florida and Georgia working product, and supply exceeding demand.

STONE FRUIT

All domestic stone fruit is finished for the season. Chile looks to start bringing in air shots of fruit starting the 10th to 13th of November. There are still excellent supplies of fall fruit items available such as Persimmons, Pomegranates and Quince.

TOMATOES

Eastern: Supplies in Florida continue to decline with an expected increase in market pricing. The majority of the supply concerns Rounds, Romas, Grape and Cherry tomatoes is directly related to the high temps we encountered at the end of September – early October which caused a bloom drop, thus reflecting in lower yields and reduced volume. The overall quality is good. There is a lack of bigger sized tomatoes. All round and roma supplies are down anywhere from 40-50%.

WATERMELONS

Watermelons are available from Mexico coming up through both Nogales, AZ and Texas shipping points. Supplies remain very good on both Seeded and Seedless, but heavier to the seedless as we quickly move thru November. Markets look to remain steady again this week.

VALUE ADDED

Processors continue to purchase as much broccoli, cauliflower, lettuce and romaine as possible. Traditionally, the first week of transition is hectic with processors. Yuma will have major processors making their move towards the end of the month. Production will begin in Yuma thru 23rd of November. Until then, production will continue to be out of Salinas. Complaints continue to be reported on the chopped romaine not having as long a shelf life as in past months. As mentioned earlier in the leaf portion, the plants are tired. The cauliflower and broccoli raw product will get even tighter as we wind the season down. Brown spotting on cauliflower florets and yellowing and pale color on broccoli florets will be common issues talked about with these products.