



ADAMS
A Fresh Produce Distributor



WEEKLY NEWSLETTER AND COMMODITY REPORT

OCTOBER 19th, 2009

CUSTOMER SPOTLIGHT



THE RESORT COLLECTION
OF PANAMA CITY BEACH



As executive chef for The Resort Collection of Panama City Beach, Shawn Barrera has much on his plate. Originally from Tampa, Chef Barrera has been with The Resort Collection for nine years and now oversees all culinary aspects of its food and beverage outlets including the 144-seat Ocean's Bar and Grill, the 60-seat H2O Bar and Grill, two markets, several pool and beach bars, and over 90,000 square feet of banquet space. A graduate of the prestigious Pennsylvania Institute of Culinary Arts, Chef Barrera has some exceptional experience to bring to the table. Prior to joining The Resort Collection, he worked at some of the most prestigious restaurants in San Francisco and Los Angeles such as the Four Seasons in Beverly Hills, Patina, and Diaghilev (rated one of the top 50 restaurants in the United States).

During his tenure at The Resort Collection, Chef Barrera was asked to prepare backstage cuisine for the starring acts of the BamaJam Music & Arts Festival. "It was exciting to be requested to cater a VIP event of this magnitude, and cooking for ZZ Top and Hank Williams Jr. is a personal career highlight," said Chef Barrera. Using only the freshest ingredients, Chef Barrera carefully plans each course adjusting the menu twice a year to accommodate the season. A true jewel in The Resort Collection's crown, Chef Barrera possesses the education, talent, experience, and passion needed to create the culinary masterpieces that he serves up at breakfast, lunch, and dinner.

The Resort Collection properties include Edgewater Beach & Golf Resort, Majestic Beach Resort, Long Beach Resort, En Soleil, Emerald Beach Resort and Marina Landing. Find out more about The Resort Collection at www.resortspcbeach.com.



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WEATHER REPORT

In Central California an exiting storm system bringing light precipitation to the Salinas Valley this morning will move to the east today with temperatures gradually increasing through the week. High temperatures in the high 60s to mid 70s along the coast and 70s to low 80s inland will be the norm this week as a fairly typical fall weather pattern returns. This will be a welcome relief from the humidity following last week's tropical system. The desert regions will see highs in the 90s with overnight lows in the 60s through the week.

In the Southeast the dry cold front moving through Alabama, Georgia and the Carolina's will move eastward early this week. Temperatures in the 60s will quickly warm into the 80s behind this system with a chance of shower the latter part of the week. In Florida temperatures in the 70s the front part of the week will climb to the 80s with a chance of showers late this week.

MARKET REPORT

ITEMS TO WATCH -- MARKETS VOLATILE, PRICES UP

Blackberries	Blueberries	Carrots	Celery	Grapes	Leaf Lettuce
Oranges	Raspberries	Squash	Strawberries	Tomatoes	

ITEMS TO WATCH -- MARKETS GOING DOWN/STEADY

Apples	Asparagus	Avocado	Bell Peppers	Broccoli	Cantaloupes
Cauliflower	Cucumbers	Green Onions	Honeydew	Kiwi	Lemons
Lettuce (Iceberg)	Onions	Pears	Potatoes	Stonefruit	Watermelons

APPLES/PEARS

Increasingly strong demand (up as much as 20% over last year) and some supply shortages of small fruit are both contributing to market strength. Approximately 15 days ago there was a freeze (temperatures in some areas down to 13 degrees) in the Northern part of Washington State that will significantly affect supplies throughout this year and next. Beware of 'low priced' small fruit as it could be core frozen and will not see the affects until well after arrival. Small sized apples in all varieties remain extremely tight and pre-sized bins are coming in peaking 88's and larger. This looks to continue throughout the entire season with carton counts expected to be down at least 5 million boxes total from last year our of Washington state. Red Delicious supplies continue very tight in Washington especially on the small sizes. California is now only packing mainly Pink Lady Apples and that will finish them for the season once those are done. There are other areas in the Northeast (including the Carolina's, Virginia, Michigan and New York) going on red 'typed' apples, and demand for those is very good as well, especially with the limited supply of small sizes. Anjou Pears are going with better supplies in Washington this week and Bartlett pears are still going strong. There are also now varietal pears including Bosc, Seckel, Concorde, Comice and Red Pears.

ASPARAGUS

The market on Mexican product continues to be stable. Peruvian product continues to be much sharper in pricing in both Miami and Los Angeles. Good production numbers continue to be had on jumbo sizing out of Peru. Some reports has Mexican product being tighter in availability at the end of the week.



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AVOCADO

Mexico and Chile is going with good steady supplies. We are starting to see higher maturity levels from both countries.

- **Mexican Fruit:** Supplies are good, but still peaking on 48's and 60's. Larger sizes will start to pick up soon.
- **California Fruit:** Next years crop looks much larger than this year's, and should be ready to begin late December / early January.
- **Chilean Fruit:** Chilean fruit supplies are steady with sizes peaking on 50's and 60's.

BELL PEPPERS

Eastern Bells: Volume continues to pick up in Georgia. Mostly large sizes available. Quality is good and demand remains strong. Market is steady from last week.

BERRIES

- **Strawberries:** Rain has virtually destroyed production in Salinas and Watsonville while delaying it in Santa Maria and Oxnard. The Salinas and Watsonville areas are receiving some light rain again today. Low quality continues to be a factor on all berries and will remain so at least for the near term. We can expect to see rain damaged fruit until later next week if no more rain occurs. Oxnard is producing small quantities of berries the start of this week. Oxnard will not be able to fulfill all of the demand. Production in the Northern areas looks to be finished because of the large amounts of rainfall. Mexico will begin to ship fruit from Yuma AZ and McAllen TX by mid to late October.
- **Raspberries:** Raspberry production remains consistent and quality remains good. There is some California production in Watsonville and some of the southern areas. We can expect continued light production in Oxnard. Mexico looks to start in the next couple of weeks.
- **Blackberries:** Blackberries continue to be in a gap. California production continues to be irregular. Mexico has experienced rainfall in some of the growing regions, which has hampered shipments into the U.S. Guatemala is sending fruit into Miami, but is not sending enough fruit up to ease the demand.
- **Blueberries:** The off shore fruit has been delayed by cool weather in the growing areas. We can expect to see more light volume on the Argentina fruit by the start of next week. The main pack size will be 4.4oz and will move into the bigger packs as production increases.

BROCCOLI

Supplies have started out the week better compared to all of last week. Suppliers are hesitant to drop prices too much in fear of the market turning around the following week. Broccoli crowns have sized up better due to warm temperatures this past week. The bunched broccoli is more readily available and the market should subside throughout the week.

CARROTS

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

CAULIFLOWER

Supplies have picked up tremendously compared to the previous week. This commodity is feast or famine. Although this market has fallen off, do not be surprised if things don't turn around the following week. Currently, supplies exceed demand. Many suppliers are making offers for load volume just to keep the inventories clean. The warm temperatures brought this commodity on and availability should be good throughout the week. Pricing will be competitive in all growing areas.

CELERY

This market continues to be active on all sizes. Santa Maria pricing is very comparative to Salinas pricing. The Oxnard region will not begin production until the first week of November. Suppliers are closing the gap on the sizing available as most sizes are close to each other in production numbers. Supplies continue to be generated out of Santa Maria and Salinas. The quality continues to be strong with no major issues to report.



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CITRUS

- **Lemons:** Supplies of 95's are limited. Availability continues to look good on 115's and smaller.
- **Limes:** Supplies are good this week. Sizing on pack outs are still running to smaller and mid sizes. Large sizes (110's and 150's) still limited. Demand is good. Quality remains good.
- **Oranges:** Valencia season has come to the end for most shippers. Sunkist will finish packing by Wednesday and only have 138's to offer. Shippers will begin picking Navel's this week and should have them ready to ship by mid next week. We will have a gap in orange supplies.

CUCUMBERS

Eastern Cucumbers: Georgia volume remains good, with the market being steady... Florida has started with a few cucumbers. Quality seems to be good, and volume should increase as the deal starts to pick up during the next few weeks.

GRAPES

Green Seedless grape supplies are drying up fast and what is left in the 16# storage units is very sporadic when it comes to quality. There are 16# Thompson, very few 16# Autumn King and now 18# Brazilian Festivals located on the East Coast. Supplies on green seedless look to remain very low and there continues to be only light supplies available compared to the demand. Red Seedless grapes look to remain steady this week with Crimson being the predominant red variety available now and until the end of the domestic season. Demand is strong for both red and green seedless, and supplies will remain light. The market will also continue strong and most likely remain that way for the balance of the domestic grape season.

GREEN ONIONS

This market is stable. Supplies have lightened 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

Even with the rain from last week California Kiwi supplies are still very good. The market will remain steady with strong demand, and quality is very good.

LEAF LETTUCE

Supplies have become stronger on romaine and this has softened this market. Romaine hearts continue to be light in availability. Fringe burn is still being seen upon arrivals. Due to weather conditions, some growers are reporting that translucent water spots are seen on all leaf items. There has also been reports that the chopped romaine is not as strong as in past months. Green and red leaf continues to gain strength in the market. It is important to note, that as the season winds down, all the leaf items tend to have a shorter shelf life due to the crop being tired. Production is expected in Yuma in November.

LETTUCE

This market has eased up slightly. Suppliers are hesitant to price orders out two to three days in advance in fear of the market turning. Supplies are moderate at best. Lightweights were issues with lettuce shipping out last week. Weights are expected to be better this due to warmer temperatures in the growing regions this past week. Huron is expected to begin light production this week.

MELONS

- **Cantaloupes:** Arizona is in much better production this week and now is the main shipping point for new crop fall cantaloupes. However, the sizing remains to the large side (9/12ct)* and will be that way at least through this week. There are a few Mexico Cantaloupes crossing through the Nogales, AZ point of entry, but supplies there are somewhat limited. The market has weakened slightly from last week with more players in the game. Fruit quality remains decent with moderate sugar levels.
- **Honeydews:** Honeydews are in better supply with both Arizona and Mexico production increasing and the demand is off. The sizes are limited to mainly only 5 and 6ct in both areas. The market looks to be slightly softer as we move through the week.



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ONIONS

Idaho/Oregon continues with very good availability this week on red, yellow and whites. The shippers have finished harvest and yields are down a bit from last year so we may see some strength in this market as the storage sheds are not filled. Quality is good. Washington supplies are very good with good quality as well. There are good supplies available out of Colorado and Utah.

POTATOES

Both Norkotahs and Burbanks are available this week and depending on the shipper they may only have one varietal they are running. Shippers will continue over the next couple of months to pack both varietals. Washington new crop Norkotahs are going strong with good quality and availability. Colorado is going strong with new crop supplies as well. Southern Washington is going with light availability on reds and yellows. Mount Vernon, Washington with good availability; product quality is stellar. North Dakota and Wisconsin with good supplies of red, yellow and white potatoes.

SQUASH

Eastern Squash: Market continues to see signs of strengthening. Georgia volume remains good on zucchini, yellow straight neck and yellow crookneck squash. Florida has started with some squash, as well. Quality and supply has remained consistent, and should remain so for the coming weeks.

STONE FRUIT

Black Angeleno Plums continue but there are only limited sizes left available and that will be the last of the stone fruit items for the season. There are still excellent supplies of fall fruit items available such as Persimmons, Pomegranates and Quince.

TOMATOES

Eastern: Florida growers have not posted pricing due to the unstable situation with transition and rain in the west. Volume on Roma, Cherry, and grape is not enough to establish a market. Quincy growers were not able to harvest today due to light rain from last night. Palmetto-Ruskin area is starting slowly.

WATERMELONS

Regional Watermelons are available, but only in very light supply out of Texas. Mexico has light supplies of mainly just seeded this week with next week projected to yield more supplies of seedless. Markets look to remain steady this week.

VALUE ADDED

Processors have increased all broccoli and cauliflower pricing for Monday loading due to contractual agreements. 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 and this is a common problem that exists with tired product. Raw material will be better this week.



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PRODUCE SPOTLIGHT

Winter Squash for Health and Longevity

In season now, winter squash is an antioxidant blockbuster that is low in cost and high in health benefits. Winter squash, unlike its summer equivalent, can be harvested very late into the fall and has a longer storage potential, which provides its cornucopia of nutrients all through the autumn and winter. Best of all, winter squash is high in colon-cancer combating fiber and low in calories - filling you up without filling you out.

Butternut squash for a boost of beta-carotene

A close cousin to the pumpkin, butternut squash has a sweet flavor and is rich in vitamins A, B, and C. While all winter squashes contain beta-carotene, butternut squash has an extra high content, rivaling that of mangoes and cantaloupe. Beta-carotene has very powerful antioxidant and anti-inflammatory properties, and combats cancer, heart disease, and cataracts. Beta-carotene also prevents the oxidation of cholesterol in the vessels; in other words, no plaque develops that can cause restricted blood flow and lead to heart disease. Their rich flavored cooks up well for roasted dishes and soups. Butternut squash is perfect for cutting in half and baking, flesh-side down in the oven for a tasty side dish. Although the flesh is hard, it can be easily peeled with a vegetable peeler.

Pumpkins for vision health

Don't put this star of the Halloween season away just because the jack-o-lanterns have disappeared! Pumpkins are rich in potassium and the bright orange flesh is loaded with beta-carotene. Pumpkins also help in the prevention of cataracts and macular degeneration with their high content of lutein and zeaxanthin, which scavenge free radicals in the lens of the eye. Pumpkins have many common nutrients, like iron, zinc, and fiber. The pumpkin is also the perfect fit for losing weight due to its incredibly low calorie content. The sweetest taste can be found in the small-sized pumpkin varieties known as sugar or pie pumpkin.

Don't forget to save those pumpkin seeds after you scoop them out! Pumpkin seeds are much more than tasty snacks: they are high in zinc, which is a natural protector against bone loss, contain almost your whole daily requirement of magnesium, promote prostate health, reduce inflammation, help lower LDL cholesterol, and prevent kidney stones ... to name just a few of their many benefits.

Spaghetti squash: a well-rounded gourd

This oval-shaped squash is a significant source of calcium, magnesium, and vitamins A, E, and C. Research has found that calcium - in addition to building strong bones - can reduce the instance of colon cancer and lower blood cholesterol levels that contribute to heart disease and strokes. Magnesium, a mineral that many people are deficient in, enhances the neuromuscular activity of the heart and helps convert blood sugar into energy. Meanwhile, vitamin C builds collagen, helping tissues heal and maintaining younger looking skin and thought to prevent the progression of conditions like atherosclerosis and diabetic heart disease. Vitamin E can slow down cellular aging and fend off cancer. And vitamin A contributes to smooth, soft skin, as well as reducing risks of lung and oral cancers. That's a wide array of benefits for one food! Spaghetti squash can also help with your weight loss plans, as it is low in both carbohydrates and calories

Acorn squash makes a super side dish

Dark green, with distinctive deep ridges, acorn squash is not as rich in beta-carotene as the other winter squashes, but it is an excellent source of dietary fiber and potassium, as well as smaller amounts of vitamins C and B, magnesium, and manganese.

Squash: Tips for Picking, Storing, and Preparing

Picking Your Squash: Look for squashes that feel heavy for their size and have hard, deep-colored skins that are blemish-free. A soft rind indicates that the squash is watery and lacking flavor.

Storing: Almost all winter squashes, by virtue of their tough skins, can be kept in a cool, dry, low-light place for between one to three months. Cut up pieces of squash can be kept in a sealed container in the refrigerator for up to a week.

Preparing: To cook winter squash, first rinse off any dirt, cut in half and remove fibers and seeds; then bake, steam or boil. Boil and mash winter squash just as you would potatoes, or add peeled squash cubes to your favorite soups, stews, and vegetable dishes. Dress up any cooked winter squash with olive oil and your favorite herb or spice. To prepare squash seeds, bake or pan-fry in a small amount of oil.