



## WEEKLY NEWSLETTER AND COMMODITY REPORT

SEPTEMBER 14<sup>TH</sup> 2009

### RESTAURANT SPOTLIGHT

*Kay Kafe*

*St. Jude Children's Research Hospital*

Open for just over a year, Kay Kafe, is as a unique a dining experience as St. Jude is a hospital. The \$16 million renovation and construction was financed by Kay Jewelers & parent company Sterling Jewelers Inc. as part of their commitment to St. Jude that began in 1999 when they chose the world renowned research hospital as their charity of choice.

With the renovation, the new cafeteria features numerous food stations, each with their own flair – and each hoping to represent the diversity that is St. Jude. The cafeteria has domestic fare from Coyote Jack's, an American grill, and Barbecue America, which serves up four different styles of barbecue. The cafe also offers up a variety of international foods including Dosa Delhi for Indian food, Asian cuisine from Yan Can Cook, Olo Sushi and Italian food from Mama Leone's, as well as two salad bars, and a complete deli and bakery.

The distinct concepts for these stations came from Compass Group North America, whose health care branch, Morrison Management Specialists, manages the Kay Kafe as well as many other Memphis area hospital cafeterias.

Senior Executive Chef, Miles McMath, is committed to incorporating as much locally grown and fresh produce into the menu selections as possible, and understands the importance of balancing variety with healthy choices. In honor of his efforts, McMath was chosen as the United Fresh *2009 Produce Excellence in Foodservice Awards* recipient for the hotels / healthcare division.





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**MARKET REPORT**

**ITEMS TO WATCH -- MARKETS VOLATILE, PRICES UP**

Starfruit	Papaya	Lemons	Cucumbers
Yellow Squash	Zucchini	Watermelon	

**ITEMS TO WATCH -- MARKETS GOING DOWN/STEADY**

Blackberry	Blueberry	Strawberry	Raspberry
C/T Green Beans	Cantaloupe	Honeydew	
Lettuces	C/T Snow Peas	Sugar Snap Peas	

**APPLES/PEARS**

As the new crop varieties start packing in Washington, this years size spectrum is shaping up to be on the large scale. Small sizes are already starting out the season with better demand than supplies. Gala apples continue packing in better supply this week and will be increasing in the coming weeks. Washington is also starting on the famed Honeycrisp apple in a light way to finish this week. California Granny Smith apples continue to be packed and better supplies are available. Red Delicious supplies continue somewhat tight in Washington, and will remain so until more of the new crop fruit starts to be packed. There are other areas going on red 'typed' apples, and demand for those is only moderate at best. Gold apples continue packing in the Ginger Gold and Early Gold varieties but sizes are peaking on 100's and larger. Bartlett Pears are going with better supplies in Washington this week and Anjou pears are starting in a light way. California Bartlett Pears are finishing their pack out and will be light in supply this week and next.

**ASPARAGUS**

The market for Mexican product currently is stable. Jumbo sizing will continue to be extremely tight. Peruvian grass has picked up production, jumbos in particular. The transition to the Southern region is producing stronger numbers compared to the previous weeks in Peru.

**AVOCADO**

California's season is over. Mexico and Chile are going, but rains and market conditions have slowed what is coming in. Up coming, we are still looking at good steady supplies. We are at early-season maturity levels from both countries, so ripening will take longer and checked boarding will be a problem. This will improve as maturity levels get higher over the next two months.

- **Mexican Fruit:** Heavy rains disrupted harvest last week and crossing remain light this week. Volumes will be lighter going into next week. Crop is still sizing to 48's and smaller, with larger fruit very limited. Please note that early new crop oil content will be low and require additional time for ripening.
- **California Fruit:** California is done for this season. 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 lighter going into next week; with smaller sizes still the peak volumes and larger sizes are improving slowly. Fruit has early season characteristics, but will steadily improve in eating quality as we get further into the season.

**BELL PEPPERS**

**Eastern Bells:** As the Northern most growing regions begin to wind down the quality will begin to suffer and the supplies will diminish. Pepper will remain steady for the next few days but will begin to creep up by the front part of next week.



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### BERRIES

- **Strawberries:** Production has picked up a bit this week but we continue to experience fair quality. There is still a good amount of bruising and overall softer berries. Weather has been favorable and should keep production fairly consistent, but as mentioned the quality will be fair. There have been some forecasts for Oxnard for new crop to get going around the 21<sup>st</sup> of September with some shippers. **Raspberries:** Raspberry production remains steady with the exception of Driscolls. Most to all shippers have good supplies. There are no major happenings with production, but there has been a slight increase in the fob's.
- **Blackberries:** We are continuing to see irregular local California production in the Salinas and Watsonville areas, but are expecting a bit of a decline, Mexico and Guatemala are not sending enough fruit up to ease the demand, but we may see an increase from Mexico within two weeks. All growing areas have slowed and most shippers are cutting back orders...
- **Blueberries:** Oregon and Washington are done harvesting a bit early due to excessive heat, so production in the Northwest has been disrupted. Shippers will start using Controlled Atmosphere fruit starting this week. There are still good quality and supplies in Michigan. Things are becoming tight and we can expect this trend until we start to see the offshore fruit arrive around mid to late September. We can expect to see higher fobs.

### BROCCOLI

This market is stable. Production numbers are moderate with crowns having smaller availability. This market will likely be stronger in the middle of next week. Sharper pricing out of the Santa Maria region continues. The quality overall continues to be good.

### CARROTS

California carrots are coming out of Bakersfield with good supplies and quality.

### CAULIFLOWER

This market continues to be stable. The market never became active at the end of last week as was thought. Santa Maria and Salinas continue to be the main areas of production. Pricing is competitive in both areas. The overall availability should be moderate to good with most suppliers for the week.

### CELERY

This market is interesting. Some suppliers in California are better off than others and this has caused a range in pricing anywhere between three-four dollars. The 24 counts continue to have the largest volume. Production continues to exist out of the Michigan growing region. The quality continues to be strong.

### CITRUS

- **Lemons:** Supplies of large sizes continue to tighten. Availability continues to look good on 140's and smaller. Summer demand continues to keep prices firm.
- **Limes:** Supplies are tighter this week with sizing on pack outs are running to smaller and mid sizes. Large sizes (110's and 150's) still limited. Demand is good. Quality remains good, with lighter color which is a characteristic of the summer crop.
- **Oranges:** Demand is continues very strong and demand continues to exceed supplies on 113's and 138's and expect it to stay this way until navels start in November. Supplies are peaking on fancy 72/88's.

### CUCUMBERS

**Eastern Cucumbers:** Cooler weather up North has slowed production on fields that are already on the tail end of their season. The Southern growing regions will not kick in for another two weeks so we will be looking at an increasingly high market and limited supplies for that time.

### GRAPES

Keep pushing on the Grape Promotion! Red Seedless are going strong with the Crimson, Ruby and Un-named Red seedless varieties. Green seedless varieties (few Princess and mainly Thompson) continue to produce very good supplies and quality is excellent. There are also beautiful Black Seedless and Red Globe Seeded grapes available. Temperatures were cooler over the weekend, but look to be warmer again as the week finishes. Cooler nights will keep quality in very good shape with good sugar levels. Demand remains strong for both red and green seedless, but supplies remain strong as well. The markets look to remain steady into next week.

### GREEN ONIONS

This market remains stable with pricing in the double digits for bunched product. With constant regulations and product being held by custom officials, suppliers simply are not getting the raw product needed to fill orders completely. Pencil sizes are still the largest volume available. The quality continues to be good with no significant problems to report.

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### **KIWI**

New Zealand Kiwi is still going strong and they are in good quality and supply. Chilean Kiwi remains available but in light supply as we start September. The market will remain steady into next week.

### **LEAF LETTUCE**

Supplies have become much better on romaine and romaine hearts. This market is softer. Green and red leaf is stable as we head into the weekend shipping. Early forecasts indicate that all leaf items should be in good supplies to start the following week.

### **LETTUCE**

This market continues to be stable. While some suppliers are heavier in production than others, overall pricing is competitive. Supplies look to be moderate throughout the week. Product availability will tighten up with a big push but for now the market is stable. Some puffiness will be seen to lettuce out of certain lots. Expect some tip burn issues to surface.

### **MELONS**

- **Cantaloupes:** Warm weather patterns continue to move the size spectrum down to smaller sizes. Cantaloupes look to be peaking on 12's and 15's with only light supplies of 9ct. There continues to be regional melons available, but only in light supply and not in demand like the Westside deal. The market has eased off on the smaller sizes, but is now active on the large sizes into the weekend and the beginning of next week. Fruit quality remains very good with high sugar levels.
- **Honeydews:** Honeydew supplies look to remain steady again this week and demand is only light. There is a wide range of sizes available going into the weekend, but heavier to the 5ct/Jumbo 5ct and there are deals available. Quality continues to be very good in honeydews.

### **ONIONS**

Idaho/Oregon continues with very good availability this week on red, yellow and whites. Quality is good and the skins have already begun to have better color. Huron is done for the season. Washington supplies are very good with good quality as well. There are supplies available out of Colorado and Utah.

### **POTATOES**

New crop Norkotahs are going strong with very good quality. Burbanks are done until new crop gets through the sweat, there should be availability at the end of October or November. Norkotahs have a much larger size profile then, the old crop Burbanks so there will be much better availability on the larger cartons and the small sizes will hold steady prices. However, with the new crop being so nice the 2's will be limited. All new crop will be Norkotahs. Washington new crop Norkotahs are going strong with good quality and good availability. Colorado has started with new crop as well. California colored potatoes will finish by next week with limited availability. Southern Washington is going with good availability on reds and yellows. Mount Vernon, Washington will have better availability this week; product quality as usual is stellar.

### **SQUASH**

**Eastern Squash:** As Michigan and the Northeast wind down, the southern growing regions are beginning to get going. There will be a two tiered market for the next week or so as Georgia comes into good supply and Michigan and New Jersey finish up. The overall market should begin to decline at the front of the week.

### **STONE FRUIT**

Red Plums are finishing their supplies and volume is now concentrated to only the large sized fruit (60's and Larger)\*. Black Angeleno Plums are now dominating the Black Plum market and there seems to be a good size range available this week. The market on all plums is active and strong. Peaches remain in light supplies. Demand is still very strong and the market continues at the higher levels. Nectarines are steady this week, but there are deals available on the large sized tray packed fall varieties. Washington is still only producing light volume on Peaches and Nectarines with only light production scheduled this week.

### **TOMATOES**

**Eastern:** Demand remains steady and is keeping the market fairly stable despite the shortages we have encountered across the country. Weather has improved in the east allowing the fields to dry out. TN, NC, and VA are back harvesting crown fruit, so smaller sizes will be snug for another week or so.

### **WATERMELONS**

Regional Watermelons are still available, but supplies continue to drop off. The Bakersfield district of CA is all but done for the season. Other central California volume will drop off again over the next 10 days. Mexico is slated to start in mid-October. Markets remain strong and demand strength continues as well. Quality is very good for all available regular and personal sized watermelons.



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### VALUE ADDED

The high heats in all the growing in past weeks will likely make lettuce and romaine weaker. Fringe burn is the biggest issue. Some light bruising has also been reported on chopped romaine. Broccoli processors are steady with supplies and availability. Complaints have been minimal on green onions, and production numbers should increase this week.

## ALL ABOUT OLIVES



### OLIVE HISTORY

The olive, botanically-known as *Olea europaea*, dates back to 17th century B.C where it first appeared in print in Egyptian records. Olives were mentioned numerous times in the Bible. The word comes from the Latin *olivea* which first appeared in English around 1200 a.d. Since the olive is native to the Mediterranean area, it is no surprise to learn the largest producers in the world are Italy and Spain, where olives are a diet mainstay. The Spaniards introduced Olive trees to California circa 1769, where they flourished. California now provides almost 200,000 tons of commercial olive crops per year. In the late 19th century, Professor Frederic T. Bioletti of the University of California invented a method of canning olives (referred to as "green ripe") using an alkaline solution and brine. This process provided year-round availability of olives and a boost to the olive industry.

### OLIVE TYPES

The only difference between green olives and black olives is ripeness. Unripe olives are green, whereas fully ripe olives are black. Olives are cured or pickled before consumption, using various methods including **oil-cured**, **water-cured**, **brine-cured**, **dry-cured**, and **lye-cured**. Green olives must be soaked in a lye solution before brining, whereas ripe black olives can proceed straight to brining. The longer the olive is permitted to ferment in its own brine, the less bitter and more intricate its flavor will become. Green olives are usually pitted, and often stuffed with various fillings, including pimientos, **almonds**, **anchovies**, **jalapenos**, onions or **capers**. Black olives are graded into sizes labeled as small (3.2 to 3.3 grams each), medium, large, extra large, jumbo, colossal, and supercolossal (14.2 to 16.2 grams). Black olives contain more oil than green. Unopened olives can be stored at room temperature up to 2 years. Opened olives should be refrigerated in their own liquid in a non-metal container and will last up to several weeks after opening.

Here are some of the more popular olive varieties:

- **manzanilla**: Spanish green olive, available unpitted and/or stuffed, lightly lye-cured then packed in salt and lactic acid brine
- **picholine**: French green olive, salt-brine cured, with subtle, lightly salty flavor, sometimes packed with citric acid as a preservative in the U.S.
- **kalamata**: Greek black olive, harvested fully ripe, deep purple, almond-shaped, brine-cured, rich and fruity flavor
- **niçoise**: French black olive, harvested fully ripe, small in size, rich, nutty, mellow flavor, high pit-to-meat ratio, often packed with herbs and stems intact
- **liguria**: Italian black olive, salt-brine cured, with a vibrant flavor, sometimes packed with stems
- **ponentine**: Italian black olive, salt-brine cured then packed in vinegar, mild in flavor
- **gaeta**: Italian black olive, dry-salt cured, then rubbed with oil, wrinkled in appearance, mild flavor, often packed with rosemary and other herbs
- **lugano**: Italian black olive, usually very salty, sometimes packed with olive leaves, popular at tastings
- **sevillano**: Californian, salt-brine cured and preserved with lactic acid, very crisp



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### OLIVE OIL AND HEALTH

Research has shown the incidence of heart disease is dramatically lower in Mediterranean countries where olive oil is a dietary staple than in areas where consumption of olive oil is less voracious. Science has now determined that olive oil, as a monounsaturated fat, increases HDL or *good* blood cholesterol. However, it is still important to remember that olive oil *is* still a fat and should be consumed in limited quantities, in proper ratio to your balanced diet. Olive oil averages about 125 calories per tablespoon, depending on the variety, yet has little or no carbohydrates and zero sodium per 1 tablespoon serving.

### TYPES OF OLIVE OIL

Some describe olive oil as liquid gold. Olive oil is highly-prized not only for its health benefits, but also for its wonderful flavor. The best olive oil is a blend of oil from a mixture of red-ripe (not green and not fully ripe) olives and a smaller proportion of oil from green olives of a different variety. **Cold-pressing**, a chemical-free process using only pressure, produces a higher quality of olive oil which is naturally lower in acidity. When purchasing olive oil, it is important to check labels for the percentage of acidity, grade of oil, volume, and country of origin. The level of acidity is a key factor in choosing fine olive oil, along with color, flavor, and aroma. Here are the different categories of olive oils:

- **Extra virgin olive oil:** cold-pressed result of the first pressing of the olives, with only 1% acid; considered the finest and fruitiest, and thus the most expensive; ranges from a crystalline champagne color to greenish-golden to bright green; generally, the deeper the color, the more intense the olive flavor.
- **Virgin olive oil:** also a first-press oil, with a slightly higher acidity level of between 1-3%.
- **Fino olive oil:** (meaning *fine* in Italian) is a blend of extra virgin and virgin olive oils.
- **Light olive oil:** This version contains the same amount of beneficial monounsaturated fats as regular olive oil, but due to the refining process, it is lighter in color and has essentially no flavor. This makes it a good choice for baking and other purposes where the heavy flavor might not be desirable. This process also gives it a higher smoking point, making it a prime candidate for high-heat cooking.