



**ADAMS**  
A Fresh Produce Distributor



## WEEKLY NEWSLETTER AND COMMODITY REPORT

SEPTEMBER 28<sup>th</sup>, 2009

### RESTAURANT SPOTLIGHT



As Alabama's only revolving restaurant, 360 Grille features a menu and wine selection as spectacular as the view. Set atop the Renaissance tower, overlooking the Tennessee River Valley, 360 Grille is one of the areas most popular spots. With a dedication to sustainable and local farming practices, the team at 360 work to creatively combine local fair with international flair.

#### Highlights of their current menu include:

- 100 Mile Heirloom and Farmer's Cheese – Chef's personal selection of local, organic heirloom tomatoes paired with artisan cheeses.
- East Meets West Oyster Bake – Cole water oysters baked with a gratin of coconut porridge and raspberry ponzu
- Avocado Silk – Chilled avocado bisque with red chili and smoked trout tapenade and a smoked apple cider vinegar foam
- Roasted Corn & Arugula Salad – Roasted corn and arugula served over jumbo lump crab cakes with a green curry avocado remoulade
- Colorado Lamb – Pistachio and sour cherry crusted rack of lamb with Frangelico cream sauce, summer greens and aged cheese risotto
- Two Elements – Kobe filet, langoustine and Asian pear ravioli, rainbow baby carrots and mango beurre blanc
- D'Anjour Pear Tatin with coconut gelee
- Rice Pudding with sake-drunk plums and cinnamon tuile cookie

The menu can be combined in three, four or five courses and paired with selected wines.

For more information, visit [www.marriottshoals.com](http://www.marriottshoals.com)

800 Cox Creek Parkway, Florence, AL 35630



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**MARKET REPORT**

***Weather***

The roller coaster weather pattern out west will continue this week as a strong storm system for this time of year moves in from the Gulf of Alaska. This will bring much cooler temperatures, windy conditions throughout California with a chance of thundershowers, mainly in the hills and mountains. As this system moves east by Wednesday weak high pressure ridging will result in warmer temperatures into Friday. This warm up however will not resemble the very hot temperatures of last week. Long range forecast models bring a cut off low pressure system out of the north positioning off the California coast over the weekend. This will once again lower temperatures throughout the state. Warm temperatures today will quickly cool down as an approaching fairly dry cold front moves into the southeast tomorrow. A slight chance of scattered showers remains possible this week with highs in the 80s and lows in the high 40s to low 50s look to be the norm. A better chance of precipitation is forecast for late this week into the weekend.

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

Apples	Bell Peppers	Blackberries	Blueberries	Grapes	Honeydew
Kiwi	Stonefruit	Strawberries	Tomatoes	Watermelon	

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

Asparagus	Avocado	Broccoli	Cantaloupes	Carrots	Cauliflower	Celery
Citrus	Cucumbers	Green Onions	Leaf Lettuce	Iceberg		
Onions	Pears	Potatoes	Squash	Raspberries		

**APPLES/PEARS**

Small sized apples in all varieties remain in a demand exceeds supply situation right now except for the Granny Smith as the new crop is yielding large fruit in pre-size (peaking on 88's and larger) bins. Red Delicious supplies continue very tight in Washington, and will remain so until more of the new crop fruit starts to be packed. Washington continues on the Honeycrisp apples this week but they remain in heavy demand and supplies are still light. California Granny Smith apples continue to be packed in very good supply and there are also Fuji and Braeburn. There are other areas in the Northeast (including Michigan and New York) going on red 'typed' apples, and demand for those is very good as well, especially in the small sizes or lack thereof. Gold apples remain extremely tight as well with the transition from early Gold varieties and the new crop Gold Delicious continues. 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, Comice and Red Pears. California Bartlett Pears are still available from storage supplies, but only limited sizes are available.



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### **ASPARAGUS**

The market for Mexican product has loosened up on pricing on both jumbos and standards. Competition from the Peruvian region is the main reason. Peruvian production out of the southern region has strong numbers on most sizing. Jumbos are moderate in availability.

### **AVOCADO**

Mexico's harvest is improving this week. Chile is going with good steady supplies. We are still at early-season maturity levels from both countries, but improving, so ripening will take longer and checked boarding will be a problem.

- **Mexican Fruit:** Supplies are improving, but Mexican growers are still being cautious about fruit that does not have the maturity levels needed.
- **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; sizes peaking on 50's and 60's. Larger sizes are improving. 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 southern regions will begin harvesting. Pepper will continue to tighten up during this period of transition.

### **BERRIES**

- **Strawberries:** Production this week has started off low again. Quality is the factor of declined production as shippers are leaving a good portion of fruit in the fields. We can expect to see softer, over ripe and bruised fruit, as the plants are at the end of their life cycle and fruit will be weak. Oxnard is right around the corner with new crop that should provide some relief for availability and certainly better quality, around the second week of October.
- **Raspberries:** Raspberry production has tightened up slightly. Production is currently inconsistent, but quality remains good. There is Californian production in Watsonville and some in the southern areas. We can expect some light production out of Oxnard by the second week of October.
- **Blackberries:** We are continuing to see irregular local California production in the Salinas and Watsonville areas, but are expecting a bit of a decline as the North West is finished. Guatemala is sending fruit into Miami, but are not sending enough fruit up to ease the demand, but we may see an increase from Mexico within a week or two.
- **Blueberries:** Oregon and Washington are done, Northwest shippers will be using Controlled Atmosphere fruit. There is still good quality controlled atmosphere fruit in Michigan. Things are becoming tight and we can expect this trend until we start to see the offshore fruit arrive around the second week of October. We can expect to see higher fobs as the first of the offshore fruit hits.

### **BROCCOLI**

This market continues to be stable. Many suppliers are moderate in availability but demand is light. Santa Maria continues to offer slightly better pricing compared to the Salinas Valley. This market looks to get stronger towards the end of the week. The quality of the product continues to be good.

### **CARROTS**

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

### **CAULIFLOWER**

This market is stable. Supplies are good, mainly on twelve count sizes and deals can be made on volume orders. Santa Maria and Salinas continue to be the main areas of production. Slight yellowing has been reported sporadically upon arrivals, but overall the quality has been good. Pricing is competitive in both areas.

### **CELERY**

This market continues to vary among different supplier by four to five dollars. This is due to some suppliers planting less than others in the Salinas Valley. Some suppliers are stronger on 24 counts while others continue to be stronger on 30s and 36 counts. Supplies are coming out of the Salinas and Santa Maria growing regions. The quality continues to be strong with no major issues to report.



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### CITRUS

- **Lemons:** Supplies of large sizes continue to be tight. 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:** Demand is very strong, and demand continues to exceed supplies on 88's, 113's and 138's and expect it to stay this way until navels start. Navel crop is 16% larger than last years crop, but is still lighter than average. Anticipated start of Navels is mid to late October.

**CUCUMBERS Eastern Cucumbers:** Supplies are plentiful throughout the Southeast and demand remains light, despite high cucumber prices in the West. This market should stay soft for the remainder of the week and quality will continue to be good.

### GRAPES

The Central Valley Grape supplies are very light and especially on the red seedless varieties of Crimson, Scarlet Royal and Premium Reds. Supplies look to remain sporadic on red seedless grapes and there will be only light supplies available compared to the demand. Green seedless are on the last storage supplies for 19# cases and are switching to 16# units of which are considerably more expensive. Green seedless quality is also suffering as we enter the fall harvests and storage fruit. Still showing at shipping point as well as arrivals in the green seedless are slight amber discoloration, light shatter and occasional scarring in many lots. Demand looks to remain strong for both red and green seedless, and supplies will remain light throughout this week. The market will also continue stronger and most likely remain strong for the balance of the domestic grape season.

### GREEN ONIONS

This market has softened. Supplies are good with most suppliers. This market is no longer double digits in pricing. Pencil sizes are still the largest volume available. The quality continues to be good with no significant problems to report.

### KIWI

The transition is on between the finish of the New Zealand and Chilean Kiwi to the start of the new crop California fruit. Overall supplies will remain light throughout this week and the Chilean Kiwi is finishing fast. There should be California Kiwi available at the end of this week. The market will be strong this week with strong demand and light supplies.

### LEAF LETTUCE

There is strong availability of both romaine and romaine hearts. This market is stable. Some reports continue to surface on fringe burn being seen upon arrival. Green and red leaf is stable. Most suppliers are expecting good availability on leaf items throughout the week.

### LETTUCE

This market is softer. Many suppliers have started the week with good supplies, and are looking to move load volumes. Pricing continues to be competitive in both the Santa Maria and Salinas growing regions. All reports show that supplies on lettuce should be strong throughout the week.

### MELONS

- **Cantaloupes:** The Westside deal is starting to wind down quickly. Peak sizing is still on 12's and there are decent supplies of 9's available to start this week. The regional melon deals have finished up putting pressure on the California/Arizona production. With the Arizona districts just now getting started, expect only light supplies from there this week. The market has strengthened a little on the 15's and 18's as supplies have lightened up significantly for the week! Fruit quality remains good with decent sugar levels. Look out over the next 7-10 days as few shippers will finish early and the market could get active.
- **Honeydews:** Honeydew supplies remain on the light side again this week. Smaller sizes are more available than the large sizes and also where the deals are. Demand is still not enough to create a light supply situation, but supplies are light enough compared to demand right now to move the market up slightly. Moving through the week supplies will continue to lighten up and few shippers will finish by the first few days of October. There is still a wide size range of good quality fruit available.



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### **ONIONS**

Idaho/Oregon continues with very good availability this week on red, yellow and whites. Quality is good and it looks like there will be good supplies throughout the season. Fresh harvest for some suppliers will finish earlier than anticipated and they will begin their pull out of their storage supplies a little earlier than usual. Washington supplies are very good with good quality as well. There are good supplies available out of Colorado and Utah.

### **POTATOES**

New crop Norkotahs are going strong with good quality. There are very limited supplies of Ranger, Western and Burbanks available. Western Idaho is forecasting snow for the end of the week so it may tighten up the market a bit. Washington new crop Norkotahs are going strong with good quality and availability. Colorado is going strong with new crop supplies as well. Northern California has finished up for their season. Southern Washington is going with good availability on reds and yellows. Mount Vernon, Washington with good availability this week; product quality as usual is stellar. North Dakota and Wisconsin with good supplies of red, yellow and white potatoes.

### **SQUASH**

**Eastern Squash:** With Georgia into good volume now this market should hold at the lower levels. Quality remains good and supplies look to be plentiful for the remainder of the week.

### **STONE FRUIT**

Red Plums are finishing their supplies and volume remains light. Black Angeleno Plums continue to dominate the plum market and there is still a good size range available along with excellent quality! Peaches remain in light supplies. Demand is still very strong and the market continues at the higher levels. Nectarines are finishing fast and there are mainly only white available now. Washington is still only producing light volume on Peaches and Nectarines.

### **TOMATOES**

**Eastern:** The market is reacting to current weather pattern setting in the east. The forecasted rain will slow harvests. There is cooler weather in the northern areas and this is bringing their season to an end soon. Florida is expected to begin in about two weeks. Quincy FL has started harvesting in a light way. There has been rain down there but not nearly as extensive and damaging as the northern areas.

### **WATERMELONS**

Regional Watermelons are still available, but only mainly in light supply out of Texas and Oklahoma. Supplies are also still available in light volume out of Northern California, but supplies are dropping off quickly. What is left for California volume will drop off again over the next 7-10 days. Mexico is slated to start in mid-October. Markets are slightly stronger to start this week and demand continues strong as well. Quality is very good for all available regular and personal sized watermelons.

### **VALUE ADDED**

The raw materials like lettuce and romaine continue to have some issues of fringe burn. There have been some issues on chopped romaine breaking down too quickly. Broccoli processors are steady with supplies and availability. Complaints have been minimal on green onions, and production numbers should increase this week.