



WEEKLY NEWSLETTER AND COMMODITY REPORT

JULY 13TH 2009

RESTAURANT SPOTLIGHT



Harrah's Casino
Tunica, MS

Named after the year that Harrah's opened it's first casino (1937), this fine dining restaurant offers the traditions of American upscale dining with the chic elegance of a trendy hotspot. The space is designed to fulfill any craving you have, without breaking the bank. The flavors are intoxicating and the prices are even better, thanks to money-saving dining specials that are ready when you are. Whether it is a fabulous night out with friends or your special someone, '37 offers everything you want in one place.

Some highlights of the menu include Kobe Beef Carpaccio, Heirloom Tomato Salad, Rainbow Trout Oscar, Lobster Mac and Tasso & Andouille Greens, along with all your favorite cuts of meat and seafood specialties.

13615 Old Highway 61 North
Tunica Resorts, MS 38664

www.harrahstunica.com





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MARKET REPORT

ITEMS TO WATCH -- MARKETS VOLATILE, PRICES UP

Avocados

Lemons

Jumbo Onions

ITEMS TO WATCH -- MARKETS GOING DOWN/STEADY

Blackberry

Blueberry

Strawberry

Raspberry

Carrots

Oranges

Limes

Cantaloupe

Watermelon

Broccoli

Lettuces

Honeydew

BRIX READINGS TABLE

CANTALOUPE 12ct	11	GOOD
CANTALOUPE 15ct	NA	NA
HONEYDEW	10	GOOD
PINEAPPLE	17	EXCELLENT
RED GRAPE	21	EXCELLENT
GREEN GRAPE	21	EXCELLENT
STRAWBERRIES	11	AVERAGE
RASPBERRIES	11	AVERAGE
BLACKBERRIES	11	AVERAGE
BLUEBERRIES	10	AVERAGE

Within a given species of plant, the crop with a higher refractive index will have higher sugar content, higher mineral content, and higher protein content. This adds up to a sweeter tasting, more mineral-nutritious food with a lower nitrate and water content and better storage characteristics. As a broad generalization, produce over 12 Brix is considered good



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APPLES/PEARS

Granny Smith apples are peaking on 100-125's yet struggling a bit on 88's and larger in any grade. Fuji and Red Delicious apples are all coming out of CA storage in high color and peaking on 100's and smaller. This is putting a strain on the 88ct and larger market in these varieties as well and they are currently very tight (especially Fuji with extremely heavy demand). Gold Delicious apples are in very good supplies and peaking on 88's. Both Gala and Braeburn Apples are very tight and are almost finished. Pink Lady and Cameo apples only have approximately 2+ weeks left for the balance of their storage season. Washington Pears will go through the next 2-3 weeks with the Anjou and Red Anjou varieties only. California Pears have started, but only in a light way with the Sunspire variety and the Bartlett variety will start mid-next week. There are only light supplies of the Chilean Packham and Bosc Pears left.

ASPARAGUS

This market is steady with good supplies from Mexico and Peru. Jumbo Asparagus is still short in supply and commanding a price premium. Mexico continues to produce stronger numbers and Peruvian product continues to be available out of Miami. Most of the California shippers have Mexican asparagus to offer.

AVOCADO

- **Mexican Fruit:** Mexican old crop is all but done. We should see new crop in the next couple of weeks. Supplies will be light, and we will see holes in the supplies as we move through July and August. Please note that early new crop oil content will be low and require additional time for ripening.
- **California Fruit:** California growers continue to pack good volume, but with this years light crop, we expect to see a big decline in supply as we move through July.
- **Chilean Fruit:** Containers of fruit will be arriving late this week. Volumes will be light. The larger vessels for fruit will not begin to arrive until late August.

BELL PEPPERS

Eastern Bells: The northern growing regions continue to produce greater volume as the southernmost regions wind down. With decreasing volume out of the south and rain immanent through out the north, we could see this market rise slightly in the coming days.

BERRIES

- **Strawberries:** Production this week is continues on the lighter side with shippers expressing that estimates for the rest of the week are going to be down. There are some significant retail ads eating up some volume. The weather has been favorable so it is a bit odd to have such a lack of production. We can expect supplies to continue the same through the week.
- **Raspberries:** Raspberry production continues in a tightened situation as we have passed the "peak" production window. We may get another little push but will decrease again. There will be some shippers with local Californian production next month.
- **Blackberries:** We continue looking at local production as it is moderate and steady. Watsonville is producing fair quantities, and is inconsistent at this point. There are shippers in the Central Valley that are currently pulling good volume and good quality and are making some fairly aggressive fobs on volume orders. The Northwest has start producing decent volume with good quality.
- **Blueberries:** Production in the Central Valley is all but finished. We can expect to see more volume coming out of the Northwest, building as this week progresses... North Carolina is close to finishing production. There is a bit of fruit while supplies last. Mississippi will continue to pack this week, bringing in aprox, 2,000 cs of pints a day.

BROCCOLI

This market is steady with good supplies from all growing regions. Suppliers are still willing to make deals on volume orders in an attempt to keep movement on this commodity. Supplies continue to be strong out of Salinas and Santa Maria growing regions. The quality overall continues to be strong.

CARROTS

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

CAULIFLOWER

This market is up and down. Many suppliers last week tried to increase prices with little to no demand. Supplies are still short with most shippers but now they are coming onto better supplies this week. There have been some complaints of yellowing upon arrivals with different suppliers. Santa Maria and Salinas continue to be the main areas of production.

CELERY

This market is steady. Salinas's production has picked up with multiple suppliers. Santa Maria also has good production. The problem of seeder has not been an issue in the harvesting in the Salinas Valley. Quality has been nice from all growing regions. Supplies will be good for the entire week.

CITRUS

- **Lemons:** Supplies are projected to be good for July and August. Best availability looks to be on 140's, 165's, and 200's. Summer demand is picking up with prices firming.
- **Limes:** Supplies are good this week. Quality remains very good, with lighter color which is a characteristic of the summer crop.
- **Oranges:** Valencia production has dropped off mid week. Quality remains very good. Sizes are beginning peaking on larger fruit.



ADAMS
A Fresh Produce Distributor



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CUCUMBERS

Eastern Cucumbers: This market is falling with Michigan and Ohio producing good volume now, alongside of the North East. The quality has been excellent from these regions while the marginal quality cucumbers will continue to trickle out of Tennessee and the Carolinas for the next week or so.

GRAPES

Plentiful supplies of new crop Flame red seedless and three different early green seedless varieties ("Earli Sweet", Sugarone, and Perlette)* are available this week from the Arvin/Bakersfield district and quality is excellent! Coachella and Nogales are all but finished for the season. Beware of quality issues on what is left from those areas as a 'special deal' especially that from Mexico as it will not have the shelf life to travel. Temperatures have been optimal in the new crop growing areas, and fruit is thriving. Production is high to start the deal and there will be more fruit available as we finish the week! Demand remains only moderate and grape prices are very attractive for the start of the new crop deal. Promote Grapes!

GREEN ONIONS

There is no change on this commodity in the marketplace. Supplies continue to be good from the Mexican region. This market should remain steady for the entire week. The quality continues to be good, with little to no problems reported.

KIWI

Kiwi quality remains good, with the exception of a few soft lots arriving from Chile but movement is still very good. The market will remain steady again this week.

LEAF LETTUCE

The leaf market is all over the board. Prices vary from shipper to shipper. Supplies look to remain steady for the week. Low yields have been reported from many suppliers. Fringe burn is being seen with all suppliers on romaine at harvesting time. There continues to be reports of browning inside the internal parts of the leaf. Romaine hearts are very tight in availability and this will continue throughout the week. The hearts are having serious issues with cupping and not having the true romaine heart shape. They are having problems with internal burn also. Some suppliers are worse off than others, but supplies are light. There are no issues with all other leaf items.

LETTUCE

This market is steady with better supplies to finish the week. The quality has been marginal in some lots. Some defects that have been showing up upon arrival are Russet spotting, tip burn, and mildew. The weights on the lettuce have been a bit heavier than normal.

MELONS

- **Cantaloupes:** The transition is all but complete to the Westside deal with the exception of a few shippers and there are plentiful supplies of fruit. There is still fruit from the desert deals, but mostly confined to the central Arizona growing districts. Desert production is coming to a close this week the exception of one major production area (Aguila/Harquahala) which will continue throughout the summer months. Small sized Cantaloupes have loosened up and are more readily available this week, even from the first harvests of the new crop fruit. There will continue to be a very good range of sizes available and fruit quality is excellent with high sugar levels. Warm temperatures are expected to continue this week, and that will be optimal growing conditions for Cantaloupes.
- **Honeydews:** Honeydews are plentiful and there remains very light demand. There are still light supplies from Mexico, but heaviest now from the Westside. Similar to Cantaloupes there is now a wide range of sizes available! The market is steady at lower levels and there are plenty of deals available! Promote Melons!

ONIONS

Supplies out of both Huron and New Mexico are improving. The market is still strong but should come off slowly on yellows. Reds and Whites are now in short supply as Huron product is showing sun scald and New Mexico has limited supplies at best. There is some limited availability out of Washington on new crop over winter yellow onions.

POTATOES

Large size Russet potatoes are even more limited with 40 and 50 count very hard to find. Shippers have deals available on 100ct and smaller cartons as well as 6oz #2's. New crop California Russets are available but limited large sized product as well, with good quality. Wisconsin is becoming more limited with availability. Colorado has good supplies and quality is still good. Colored storage potatoes are still available but limited out of Wisconsin. California new crop colored potatoes available with very good quality. Large sized reds are limited.

SQUASH

Eastern Squash: There currently is a two tiered market on squash as the Michigan/Ohio areas are producing more volume, dropping the market there and Tennessee/North Carolina is working off of their limited, end-of-the-season supply. The market on green should stabilize at the lower levels by week's end but the market on yellow will remain tight.



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STONE FRUIT

Optimum growing conditions continue to prevail in the Central Valley's major fruit growing areas and there is very excellent tree fruit production! Movement is remains slow and there are deals available, especially in the smaller sized fruit. Yellow/White Peaches, Yellow/White Nectarines, Apricots, Pluots, and Plums are available in very good supplies. There is high colored good eating tree fruit available! Cherry production has passed its peak in Washington State and quality is still excellent on Dark Red, Bing and Rainier varieties.

TOMATOES

Eastern: There are multiple growing locations going now from AK to the Carolinas. The Eastern shore has not picked up speed yet but with the other areas going it has eased the market considerably. There is a lack of Roma tomatoes due to the Eastern shore not quite ready to go.

WATERMELONS

Watermelons remain in only moderate supply from the CA/AZ desert production areas and Bakersfield is now the peak production area for new crop fruit. There are some Georgia seedless supplies available, but limited to day of pack out schedules. Markets will remain steady on seeded and seedless to finish this week with moderate demand and very good quality.

VALUE ADDED

Processors continue to deal with fringe burn issues on romaine and head lettuce. 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. Shippers continue to stress keeping the cold chain in tact with all processed items. Any temperature abuse will cause a serious drop in shelf life.