



ADAMS
A Fresh Produce Distributor



WEEKLY NEWSLETTER AND COMMODITY REPORT

AUGUST 10TH, 2009

RESTAURANT SPOTLIGHT



Cotton Row is known for their passionate and forward thinking approach to the culinary arts that centers on handcrafted American cuisine for even the most discerning palettes. Owned and operated by renowned chef James Boyce, Cotton Row delights Huntsville's fine diner's with an ever-changing menu, filled with the freshest selections and produce from local farmers and the finest seasonal ingredients presented in simple and refined presentations.



Boyce, who graduated from Culinary Institute of America, began his journey at New York's famous Le Cirque, under the tutelage of Daniel Boulud. He has since been executive chef at the Phoenician resort bringing the famed Mary Elaine's back to national prominence with the vaulted Mobil Five-Star award, the Loews Coronado Bay Resort, and Studio, at the Montage Resort in Laguna Beach, California. After earning a second Mobil Five-Star award this year for Studio, Cotton Row, in Huntsville, Alabama. He hosts a regular cooking segment on the "Today" show and has been featured in magazines from "Cooking Light" to "Men's Health."

Cotton Row is inspired by the enduring passion of the cotton traders who once worked in downtown Huntsville. The three-story brick building that houses Cotton Row was built in 1821 along the cotton exchange and evokes the style of antebellum architect George Steele.

Some highlights of Cotton Row's current menu include Salad of Egyptian Beets and Summer Melon, Grilled North Carolina Swordfish, Creamy Lobster Orzo, Cornmeal Crusted Delta Oysters and a Burgundy Poached Bartlett Pear.

100 Southside Square
Huntsville, AL
256.382.9500
www.cottonrowrestaurant.com



WEEKLY NEWSLETTER AND COMMODITY REPORT

MARKET REPORT

ITEMS TO WATCH -- MARKETS VOLATILE, PRICES UP

Avocados

Lemons

ITEMS TO WATCH -- MARKETS GOING DOWN/STEADY

Blackberry
C/T Green Beans
Lettuces

Blueberry
Cantaloupe
C/T Snow Peas

Strawberry
Honeydew

Raspberry
Watermelon
Sugar Snap Peas

APPLES/PEARS

There are imported Fuji apples available loading in L.A. or the East Coast. CA Fuji Apples will not start until September. CA Gala Apples continue packing light supplies this week. Red Delicious supplies remain tight. They continue to come out of CA storage in high color and peaking on 100's and smaller. Gold Delicious apples are almost finished shipping old crop CA storage and there will only be light supplies of Early Gold until Ginger Gold starts in the next 10-14 days. Washington Anjou and Red Pears are just about finished for the season California Pears are going strong with the Bartlett variety and are looking to promote with volume on the smaller sizes. California Bosc, Golden Russet Bosc, European Bosc and Stark Crimson Pears are going and there are even a few Asian pears now available as well.

ASPARAGUS

This market is steady. Supplies have picked up on standard sizing from Mexico compared to the previous week. Small and extra large also have good availability. Peruvian grass continues to be available shipping out of Miami or California. Jumbo Asparagus supplies are still short. Most of the California shippers have Mexican asparagus to offer.

AVOCADO

August is a transition month for avocados. We will see a major shift to imported fruit from Chile and Mexico. California is winding down their season and Chilean supplies are improving. Demand exceeds supplies at this time, but we should see this start to change over the next 2 weeks as Chilean volume picks up.

- **Mexican Fruit:** We are seeing some new crop crossing, but supplies are light. Better volume should hit around the 3 week of 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 fair volume, and many growers look to be finishing with their crop over the next 2 weeks.
- **Chilean Fruit:** Supplies of Chilean fruit continue to increase, mostly smaller sizes now, with larger sizes by the end of the month. Fruit has early season characteristics, but will steadily improve in eating quality as we get further into the season.

BELL PEPPERS

Eastern Bells: Michigan and Ohio are slowly coming into pepper supplies. Their volume on top of the northeast means the market should continue to ease off through the weekend. Off grade sizes continue to be the most difficult to come by in the upper mid west growing regions. Quality overall is good.

BERRIES

- **Strawberries:** Production continues with lower than normal supplies. Most to all shippers continue to be very snug on supplies, walking in sold out or only taking regular biz. The plants in the Salinas / Watsonville growing area are now past their "peak" production window. We are starting to see a lot more overripe and bruised berries with many shippers quoting such defects at shipping point. Heavy volume looks to be not as abundant as the weeks previous. Santa Maria continues to produce moderate to low volume with good to fair quality. The weather has been on the cooler side accompanied with moist nights which are contributing to the bruising we are currently seeing.
- **Raspberries:** Raspberry production has leveled off. There is not an abundance of fruit but supplies are better than weeks previous and more shippers are currently moving them. Quality has been good.
- **Blackberries:** We are seeing decent local California production in the Salinas and Watsonville areas but are expecting a bit of a decline, possibly until Mexico begins shipping again. Production is lightening up a bit as we are seeing current availability lessen and fobs slightly increase. The Northwest is producing decent volume with good quality.
- **Blueberries:** Production In the Northwest is steady as we are starting to see more volume coming out of there. We have had last week triple digit temps in the Northwest and this could thin out the volume we are currently seeing.

BROCCOLI

This market is gaining strength. Demand is light overall, but supplies are lighter with most suppliers. Broccoli crowns are now less in supply compared to the previous weeks. Sharper pricing continues to be seen out of the Santa Maria region. Expect the availability to be light over the next two weeks. The quality overall continues to be good.



WEEKLY NEWSLETTER AND COMMODITY REPORT

CARROTS

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

CAULIFLOWER

This market is coming off. Most suppliers have increased availability for the rest of the week. The quality continues to be fair at best. There continues to be issues of yellowing and brown spotting upon arrivals with different suppliers. Santa Maria and Salinas continue to be the main areas of production.

CELERY

This market is flat. The availability continues to be stronger on larger sizes, 18s and 24s in particular. Deals can be made on 24s in particular on load volume orders. Overall, there is still an abundance of product available to fill all of the orders. Michigan continues to have production. The supplies from this region should be good for the week. The 24 count is the best availability in this region. The quality continues to be strong in all growing regions.

CITRUS

- **Lemons:** Supplies of large sizes continue on the tight side. Availability continues to look good on 140's and smaller. Summer demand is keeping prices firm.
- **Limes:** Supplies are somewhat tight due to weather and strong demand from all export markets. Quality remains good, with lighter color which is a characteristic of the summer crop.
- **Oranges:** Valencia crop estimates now look lower than first projected. Demand is strong and shippers are pacing their harvest to ensure steady supplies through October. Quality remains very good.

CUCUMBERS

Eastern Cucumbers: This market continues to hold at the lower levels with Michigan and Ohio producing good volume now, alongside of the North East. The quality has been excellent from these regions and supplies should be sufficient to keep this market soft through the weekend, weather permitting.

GRAPES

Supplies remain good for Flame red seedless grapes this week, but they continue to wind down now as Crimson gets ready to break. Green seedless varieties (Princess and Thompson) continue to produce very good supplies and quality is excellent! There are also beautiful Black Seedless and Red Globe Seeded grapes available! They are all available from the Fresno, Delano, Arvin and Bakersfield districts with excellent quality. Temperatures remain mild in the major growing areas, and fruit is still thriving. Demand has strengthened, but there is plenty of fruit to supply that. The markets are off the floor and expect it to gain strength into next week.

GREEN ONIONS

This market continues to be steady to start the week. Supplies continue to be strong from the Mexican region. This market should remain steady for the entire week. The quality continues to be strong with no significant problems to report.

KIWI

Chilean Kiwi quality remains good, with the exception of a few soft lots arriving from Chile but movement is still very good. New Zealand Kiwi is also available and they are in good supply. The market will remain steady again this week.

LEAF LETTUCE

Supplies are good on romaine. The availability has been better on romaine hearts. Yields are better than in previous weeks. There continues to be reports of browning inside the internal parts of the leaf. There is good availability on all other leaf items.

LETTUCE

This market has remained stable. The temperatures have lowered in the growing regions compared to previous weeks. There are indications that this commodity may gain strength towards the end of the week with some suppliers. Light weight issues are less compared to the previous week. Tip burn is being seen at harvesting time.

MELONS

- **Cantaloupes:** Cooler Central Valley weather prevails in the major melon growing districts and fruit is definitely larger in size this week. There are only light supplies of small fruit and with very strong retail demand the large sizes are also tight. With the demand strength and light supplies the market is up on Cantaloupes across the board. Fruit quality remains excellent with high sugar levels.
- **Honeydews:** Honeydew supplies are tight as well going into the weekend, and demand remains strong. There are larger sizes available and with cooler weather present they will continue that way into next week. Quality is excellent in honeydews right now with creamy white color, solid fruit and high sugar levels. Expect the market to gain strength to finish the week and continue into next week.

ONIONS

Huron, New Mexico and Washington are now all running yellow onions. Washington has limited supplies of reds started. California will run both red and yellow until the end of the month. Idaho/Oregon will start packing at the end of this month. Quality is still good in California and New Mexico.



WEEKLY NEWSLETTER AND COMMODITY REPORT

POTATOES

Large size Russet potatoes remain extremely limited in Idaho with 40 and 50 count very limited. It looks like the new crops Norkotahs will continue to be limited on new crop as well. Shippers still have deals available on 100ct and smaller cartons. New crop Norkotahs are set to start in a light way at the end of this week but most shippers will not start until the week of August 17. ALL NEW CROPS WILL BE NORKOTAHS. Washington new crop Norkotahs have started in a light way with good quality and product running small. Colorado has limited supplies and quality is still good. California new crop colored potatoes available with very good quality. There are supplies available out of Stockton and the Bakersfield area. Southern Washington is going with good availability on reds.

SQUASH

Eastern Squash: The primary volume on squash is out of the Northeast, Michigan and Ohio. The market on both green and yellow should begin to soften as warmer temperatures move through those regions.

STONE FRUIT

Cooler temperatures have settled into the Central Valley to finish this week in the major fruit growing areas and production numbers are light on Nectarines, Red Plums and Black Plums. Movement has picked up, and overall numbers are down but there are still deals available in the large sized Peaches. Nectarines are very tight, and will continue to be tight over the next 7-10 days. Yellow/White Peaches, Yellow/White Nectarines, Pluots, and Plums are available. Washington is still in light production of Apricots, and there is only about 10 days left. Cherry production remains excellent in Washington State and excellent quality fruit is available. Skeena, Bing and Rainier varieties remain available.

TOMATOES

Eastern: There are multiple growing locations going now from AK to the Carolinas and the Eastern shore areas are now going. TN, OH, NJ, currently harvesting. The Roma market is tightening up due to recent rain in the east.

WATERMELONS

Watermelons will remain in light supply to finish the week with cooler overall temperatures and light production. There are regional areas throughout the US producing Watermelons, but there is only just enough to satisfy the demand pressure. Bakersfield remains the peak production area for both seeded and seedless watermelons, but will see a drop in production over the next few weeks. Markets remain strong and demand strength continues as well. Quality is very good for both seeded and seedless.

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.