



WEEKLY NEWSLETTER AND COMMODITY REPORT

AUGUST 17TH 2009

RESTAURANT SPOTLIGHT



The Fairview Inn, a 1908 Colonial Revival mansion, is Jackson, Mississippi's only AAA four-diamond small luxury hotel. This bed and breakfast is one of the few architecturally designed homes of that period remaining, and is listed on the National Register of Historic Places.

Located in the historic Belhaven neighborhood, Fairview Inn boasts 18 luxurious guest rooms, an on-site spa, nomiSpa, and Sophia's, an upscale restaurant serving lunch, dinner and Sunday brunch. Chef Gary Hawkins features fresh, regional ingredients prepared with contemporary flair, or what they like to call, "Southern Chic." They offer daily quiche specials, as well as menu staples like the Painted Hills Ranch Beef Short Ribs with delta ground cheddar grits, shiitake mushrooms, and a red wine reduction, the Oyster Po-Boy, or the Grilled Maine Scallops with shiitake risotto cake, Wasabi vinaigrette, and melon salsa, just to name a few.

The Fairview Inn also has several small to medium sized meeting rooms and is perfect for weddings & receptions, bridal showers, and rehearsal dinners accommodating guests from 10 to 650.



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MARKET REPORT

ITEMS TO WATCH -- MARKETS VOLATILE, PRICES UP

Apples	Asparagus	Blackberries	Blueberries	Citrus	Cucumbers
	Leaf Lettuce	Squash	Stonefruit	Tomatoes	

ITEMS TO WATCH -- MARKETS GOING DOWN/STEADY

Avocado	Bell Peppers	Broccoli	Carrots	Cauliflower	Celery	
	Grapes	Green Onions	Kiwi	Iceberg	Melons	Onions
Pears	Potatoes	Raspberries	Strawberries	Watermelon		

APPLES/PEARS

There are imported Fuji apples available loading in L.A. or the East Coast. CA Fuji Apples will not start until mid September. CA Gala Apples are going now with good supplies. Washington new crop Gala will start at the end of this week. Red Delicious supplies remain very tight. They continue to come out of storage in high color and peaking on 100's and smaller. Gold Delicious apples have finished with the storage old crop and are now packing light supplies in the Ginger Gold and Early Gold varieties. 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, Asian and Stark Crimson Pears are also going with good supplies.

ASPARAGUS

The market for Mexican product is active. Pricing is much stronger compared to Peruvian product loading out of Miami direct. Mexican grass is expected to be in light supplies on all sizes except small grades. Jumbo Asparagus supplies are still short.

AVOCADO

We are seeing the shift to imported fruit from Chile and Mexico. California is winding down their season, Chilean and Mexican supplies are improving.

- **Mexican Fruit:** New crop crossings improving, with supplies of 60's and smaller in good volume. Please note that early new crop oil content will be low and require additional time for ripening.
- **California Fruit:** California growers continue to pack light numbers, and many growers have finished with this years crop.
- **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

The pepper market is steady as Michigan and Ohio are in good supply with all sizing readily available. Quality is excellent and the market is expected to remain at the current levels for the balance of the week.

BERRIES

- **Strawberries:** production this week has started snug again, with most to all shippers 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 continuing to see overripe and bruised berries with many shippers quoting such defects at shipping point. Heavy volume continues not as abundant as the weeks previous. Santa Maria continues to produce moderate to low volume with good to fair quality. We have been experiencing very foggy damp mornings and relatively warm nights, which will contribute to the softer berry.



ADAMS
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- **Raspberries:** Raspberry production remains steady. There is not an abundance of fruit but shippers are doing fine covering orders. Quality has been good.
- **Blackberries:** We are seeing irregular local California production in the Salinas and Watsonville areas but are expecting a bit of a decline, possibly until Mexico begins shipping again. All growing areas have slowed and shippers are cutting back orders. There are some off shore (Guatemalan) being flown in, but supplies are short.
- **Blueberries:** Production In the Northwest has been disrupted as Oregon and Washington are done harvesting a bit early due to excessive heat. British Columbia continues to produce at a lower than normal rate due to some recent rain slowing things down. There are still good quality and supplies in Michigan. Things may become a bit tight until we start to see the offshore fruit arrive around mid September.

BROCCOLI

Supplies are better on both bunched and crowns to start out the week. Demand continues to be on the lighter side. Suppliers are very interested in keeping fresh product and are willing to be flexible on volume orders.

Broccoli crowns continue to be less in supply than bunched product. Sharper pricing continues to be seen out of the Santa Maria region. 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. Some suppliers have started the week with large volumes of product to sell and expect to be strong throughout the week. The quality has been better with less yellow and brown spotting seen upon arrivals. Santa Maria and Salinas continue to be the main areas of production. Pricing is competitive in both areas.

CELERY

Supplies are still strong with most suppliers. The 24 counts continue to have the largest volume, but all sizes are abundant to fill orders. Deals still can be made on 24s in particular on load volume orders. Michigan continues to have production. The supplies from this region should be good thru the week. 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 continues to keep prices firm.
- **Limes:** Sizing on pack outs are running to smaller sizes. Demand is good. Quality remains good, with lighter color which is a characteristic of the summer crop.
- **Oranges:** Demand is increasing on small choice fruit as schools begin. Supplies of these small sizes will continue to tighten. Quality remains good.

CUCUMBERS

Eastern Cucumbers:

Supplies are plentiful, quality is good, demand is low and the long stretch of bottom level markets is forcing shippers to try to push the market up. This push will continue through the week.

GRAPES

Supplies of red Flame seedless grapes are starting to wind down and the Crimson variety is starting to ramp up. Supplies will still remain decent for Flame red seedless grapes this week, but will finish quickly over the next 7-10 days. 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 continue mild in the major growing areas, and it has been optimal for color and sugar levels. Demand remains strong for both red and green seedless, but supplies are strong as well. The markets should remain steady through this week.



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GREEN ONIONS

This market continues to gain strength. Mexico is in a gap of production. This is expected to last for at least two weeks minimum. Pencil sizes are still the largest volume available but still the production numbers are light. The quality continues to be good 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 quality and supply. The market will remain steady again this week.

LEAF LETTUCE

Supplies are light on romaine. Expect this commodity to be light in supplies throughout the week. Romaine hearts will also be on the light side, especially forty-eight counts. There continues to be reports of browning inside the internal parts of the leaf. There is good availability on all other leaf items. The Salinas Valley and Santa Maria growing regions have experienced weather conditions that have made the growing process more difficult.

LETTUCE

This market has remained stable. Many suppliers have moderate amounts of product available to ship. Supplies look to be moderate throughout the week. There was a rumor the market was going to gain strength towards the end of last week, but the demand just did not exceed supplies. Light weight issues are less compared to the previous week. There has been some tip burn that has been seen at harvesting time.

MELONS

- **Cantaloupes:** Fair weather prevails in the Central Valley and fruit is sizing up to mainly large. Fruit is peaking more on the 9ct sizes this week and there are deals available. The supplies of small fruit are not as heavy this week and that will continue into next week as well. There continues to also be regional melons available, increasing the overall supplies and further softening demand. Fruit quality remains excellent with high sugar levels.
- **Honeydews:** Honeydew supplies are steady again this week and demand is only moderate. The larger sizes are still more readily available and there are deals available. Quality continues excellent in honeydews with creamy white color, good solidity and high sugar levels. Expect the market to trend to remain steady this week.

ONIONS

Huron is still going strong with good supplies. They will have good availability through the end of the month. Washington has limited supplies and the skins have not totally set there is some product out there with greening. Idaho/Oregon will start packing both red and yellow this week into next but they are also seeing some greening. New Mexico is all but finished for the season.

POTATOES

New crop Norkotahs are just starting in Idaho there will be several more new sheds starting to pack this week so it will be a slow go. Burbanks are finishing up this week with several shipping transitioning to only Norkotahs. Norkotahs have a much larger size profile than the old crop Burbanks so there will be much better availability on the larger cartons. With the new crop however product is very nice looking and 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 limited supplies of old crop and quality is still good. California colored potatoes still available with very good quality. There are supplies available out of Stockton and limited Bakersfield availability. Southern Washington is going with good availability on reds and yellows. Mount Vernon, Washington should start up in the next couple of weeks.

SQUASH

Squash supplies are steady out of the upper mid west. This week's slightly higher market will continue its upward trend through the week as the northeastern growing regions wind down.



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STONE FRUIT

Mild temperatures remain in the major fruit growing areas of the Central Valley and production numbers remain light on Nectarines and Red/Black Plums. Demand is still very strong and the market is up on both Nectarines and Plums again this week. Nectarines are very tight, and will continue to be tight over the few weeks. Peaches are where the deals are and there are plentiful supplies available. Washington is also going now on Peaches and Nectarines with increasing production over the next 7-10 days. Cherry production is finished for the season out of Washington.

TOMATOES

The past rain in the east has disrupted production, and we have seen reduced pickings. We are expecting more rain to affect the east by mid week. Roma tomato supplies seem to be affected the most and rounds have good supply of larger sizes lacking LG and MED.

WATERMELONS

Watermelons look to remain steady in supply again this week. There are regional areas throughout the US producing Watermelons, but there continues only to be 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 two to three weeks. Markets remain strong and demand strength continues as well. Quality is very good for both seeded and seedless.

VALUE ADDED

Issues continue to be seen with some processors on romaine and lettuce. 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. 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.



PRODUCE SPOTLIGHT - TOMATOES

It is believed that the present type of tomato is descended from a species no larger than marbles, that grew thousands of years ago. The tomato is native to the Andean region of South America and was under cultivation in Peru in the sixteenth century at the time of the Spanish conquest. Before the end of the sixteenth century, the people of England and the Netherlands were eating and enjoying tomatoes. The English called it the 'love apple,' and English romancers presented it as a token of affection. By cultivation and use the tomato is a vegetable; botanically, it is a fruit, and can be classified as a berry, being pulpy and containing

one or more seeds that are not stones. It is considered a citric acid fruit and is in the same classification as oranges and grapefruit. Some oxalic acid is also contained in the tomato.

Tomatoes are low in calories and are packed with nutrition, especially when they are fully ripe. For example, red tomatoes contain up to four times the amount of beta-carotene as green tomatoes. Tomatoes provide an excellent source of vitamins C and K, carotenes (especially lycopene), and biotin. They are also a very good source of vitamin B6, niacin, folic acid, fiber, and pantothenic acid

Due to the high content of lycopene that tomatoes contain, they have increasingly received a lot of attention as a health food.

Studies have shown that the red carotene (lycopene) is extremely protective against breast, lung, colon, prostate, and skin cancers. Studies also found that tomatoes lower the risk of heart disease, cataracts, and macular degeneration. The way lycopene works, is it helps to prevent those diseases and others by neutralizing harmful oxygen free radicals before they can do any damage to cellular structures.



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HEALTH MATTERS



Get Your Kids Lunchbox Ready for Back to School

Good nutrition isn't only a concern at dinnertime. Taking care of your child's nutritional needs is important even when you're not eating with them, like when they're having lunch at school. Your best bet to ensure that healthy items get eaten, not traded for high-calorie, less nutritious foods, is to pack fun fruits & veggies in their lunchbox.

Typically, food that can be eaten with their hands is fun for kids. Think baby carrots, grape tomatoes, sugar snap peas and celery sticks. Send along low-fat salad dressing to use as a dip or, for a change of pace, give them salsa, guacamole or humus as dips. Fruit can be dipped in low-fat yogurt or peanut butter. Bananas are always a great lunch option. They don't need to be washed or pre-cut and kids can peel them themselves. Grapes, cherries and berries already come in kid-friendly sizes, and don't forget about dried fruits like raisins, apricots, cranberries and plums. You can even find dried papaya and pineapple for a tasty tropical treat.

Most kids prefer apple or pear slices to a whole piece of fruit which, due to its size and whether or not they have any loose baby teeth, may be difficult for your child to eat. You can find pre-sliced apples in handy grab-and-go sized packages in the supermarket, or cut up the fruit yourself – squeeze on a little lemon or lime juice to prevent browning before packing them up. Also try cutting food into fun shapes. You can use small cookie cutters or just a paring knife. Red bell peppers make pretty hearts or butterflies, and try turning yellow ones into stars. Several pre-cut and portion-packaged fruit & veggie items can also be found in your favorite supermarket. They provide a quick and convenient alternative to cleaning and trimming things yourself when packing lunch in a hurry.

Also, don't forget that a Thermos of vegetable soup can pack quite a punch of nutrition and will warm you child up on a cold day. You can always add additional frozen or canned veggies to the soup. This trick helps stretch prepared soup farther and adds a flavor boost too.

Try packing lunchbox items in fun, kid-sized containers. Small plastic bowls with lids are just perfect for toting child friendly amounts of food. Put lettuce, tomato slices and pickles in a separate plastic baggie and let the kids add these items to their sandwiches right before they eat them. This keeps the sandwich from getting soggy. Toss your child's juice box in the freezer before packing it. It will thaw enough to drink by lunchtime and help keep other items in their lunchbox cool until then. Make sure that the juice box you choose is 100 percent juice, not all of them are.

Lunchtime isn't the only potential back-to-school nutrition trouble spot. As school starts again, related extracurricular activities ramp up too. Time gets short and meals get rushed or eaten on the run. One way to cut meal preparation time is to pre-plan your meals for the week. More on this next week.