



ADAMS

A Fresh Produce Distributor



WEEKLY NEWSLETTER AND COMMODITY REPORT

APRIL 27th, 2010

WEATHER REPORT

A fairly powerful winter type storm system will move into California tonight bringing another round of rain to the region over the next couple of days. This cold system will bring winds, rain and cool temperatures California with precipitation likely to impact Central California and to the north with a slight chance of showers expected in Southern California. Current forecasts are unclear about the exact track and moisture content of this system at this point but numerous growing regions are in the line of fire. Cool temperatures in the low 60s are expected through the week as this system moves out of the area mid week.

A low pressure system and cold front will slide southeast through Florida today. This will bring the southeast a slight chance of showers and breezy conditions through Tuesday. Clearing skies along with warm temperatures, into the mid 80s are forecast into the weekend. A slight (10%) chance of light showers is possible late in the week.

****WHAT YOU SHOULD KNOW****

- **Red and Gold Bell Peppers remain very short in supply**
- **Italian and Yellow squash remain very limited in availability.**
- **Bartlett pears are finished for the season**
- **Strawberry Quality is fair and supplies are tight**
- **Nappa cabbage is still extremely light in availability due to excessive seeder in the fields**

MARKET REPORT

ITEMS TO WATCH -- MARKETS VOLATILE, PRICES UP

Asparagus	Bell Peppers	Blackberries	Cantaloupe	Cauliflower	Celery	Honeydew	Onions	Oranges	Pears
			Potatoes	Squash (Western)	Strawberries				

ITEMS TO WATCH -- MARKETS GOING DOWN/STEADY

Apples	Avocados	Blackberries	Blueberries	Broccoli	Carrots	Cucumbers	Grapes	Green Onions	Iceberg	Leaf
Lettuce	Lemons	Potatoes	Raspberries	Squash (Eastern)	Stonefruit	Tomatoes	Watermelon			

APPLES/PEARS

Washington shippers are still peaking on large reds and Golds but the demand is up. The smaller foodservice sizes remain very limited in all grades and will get even tighter as the eastern apples dry up. For your orders that require small fruit please consider varieties other than Red Delicious since the reds are large. Granny-Smiths are still short on the larger fruit and the lower grades. Export demand from Mexico remains strong and they are looking for deals so expect the cheaper prices and lower grade fruit to go move quickly. There are some good deals in most variety's on 48, 56, 64 size fruit. Braeburns, Galas, Fuji's, and Pink Lady varieties are left, while Cameos, Jonagolds, Honeycrisp, and Romes are essentially finished.



ADAMS
A Fresh Produce Distributor



WEEKLY NEWSLETTER AND COMMODITY REPORT

ASPARAGUS

The asparagus market is active. Mexico production is light. Supplies are also light out of Washington. Peruvian product is still available on the East and West Coast. Expect supplies to be light out of California throughout the week as rain is expected tomorrow. This will keep crews out of the fields to harvest.

AVOCADO

California harvest continues at a steady pace. Fruit pack outs are running to smaller sizes. Mexico's volume is lighter as growers continue to hold off on production.

- Mexican Fruit: Growers continue to slow their harvest to kept prices firm. Mexico is crossing limited numbers of 48ct and larger fruit.
- California Fruit: Growers are harvesting good supplies, but the pack outs are heavier to 60's and 70's. Demand is very good.

BELL PEPPERS

Western Green Bells and Colored Bells:

Mexico supplies are quickly winding down. Availability, size, and quality are dropping. The California desert has started harvesting green bells in light volume and will continue to ramp up production over the next 2 weeks. Red and yellow bells from Mexico are extremely limited, as they are coming to their season end. The California desert crop for colored bells will start early to mid May, with volume by the first week of June. One grower in Baja has light supplies of new crop colored bells.

Eastern Bells:

The pepper market has tightened back up a bit, mostly in the larger sizes. Rain and wind in Florida's growing areas have led to decreased supplies. Even with the Spring crop kicking in, we may see the market creep up a bit as Nogales winds down and the demand on Florida pepper increases.

BERRIES

- **Strawberries:** Mother's Day pull for strawberries starts this week which will put strawberries in a demand exceeds situation for the next week. There is rain in the forecast for Tuesday which would make this situation even worse. Stem strawberries will be hit the hardest and are only being harvested in Santa Maria and Salinas due to the size of the fruit. The fruit size in Oxnard is small at best counting in the mid twenties. Quality is starting to improve but will get worse if the rain hits. It will take some time for fields to recover and produce quality fruit. Quality issues to be aware of are white shoulders, green tips, bruising, pin rot, mold and water damage likely to be prevalent as fields recover. Market is firm and supplies are short and will be thru the Mother's Day pull.
- **Raspberries:** Supplies are slowly improving each week. Market is slightly weaker with good quality.
- **Blackberries:** Good supplies and demand is causing a steady market. Quality is being reported as good.
- **Blueberries:** Chile is done for the season. Florida has started with light supplies and a firm market. Quality is good. California will start later this week with light supplies. Look for this market to weaken quickly over the next two weeks as Florida and California build volumes.

BROCCOLI

This market is firm on bunched product and stronger on crowns. Overall, supplies are on the light side, especially in the Santa Maria and Oxnard growing regions. Bunched broccoli seems to be more available than broccoli crowns. The markets should remain firm.

CARROTS

California carrots are coming out of Bakersfield for the next week or two weeks with good supplies. Yield and quality are good and there should not be any gaps for the next couple of months.

CAULIFLOWER

This market continues to be active with all suppliers. The past rains and lack of product in the field has made this commodity very tight. Expect availability to be very tight throughout the week. Santa Maria will have little production for the week. Expect pricing to be very active throughout the week.



ADAMS
A Fresh Produce Distributor



WEEKLY NEWSLETTER AND COMMODITY REPORT

CELERY

This commodity is showing some strength in the marketplace. Celery supplies will be lighter this week as we start to see more seeders in the larger size celery. Supplies are coming out of Oxnard predominantly. The quality continues to be good in terms of color and texture. Salinas looks to start production by mid June.

CITRUS

- **Lemons:** Demand is steadily increasing, pricing remains steady. Quality is very good.
- **Limes:** Rains have cleared and expect better supplies this week, but expect them to stay lighter in volume until mid May when the new crop is expected to start.
- **Oranges:** Rains has hampered harvest over the last few weeks. The supplies of harvested fruit are light and may continue the way through this week as more rains are projected. Demand is strong and pricing has firmed up. Crop continues to peak on fancy 72's, 56's. Demand exceeds supplies of 88's and smaller sized fruit. There are some Valencia's being packed the help fill the shortages on the small sizes.

CUCUMBERS

Western Cucumber:

Mainland Mexico production is good. Baja growers expect good production through the month.

Eastern Cucumbers:

The cuke market has remained steady for the past couple of weeks but heavy rains and strong winds in South Florida will most likely lead to a rise in the market. Quality is good now but look for rain related issues in the next several days.

GRAPES

Chilean green grapes have finished coming into port there are still some fresh grapes around but storage grapes have started on both red and green with a higher market price. The storage green grapes quality and are demanding a higher price. There are Crimson and some Rubies still available with good volume. The Greens, Sugarones and Thompsons, have begun to lighten up and will lessen over the next few weeks. Black seedless are in lighter supply with excellent quality. Red Globes with very good quality and good availability. have much better

GREENONIONS

This market is stable. Labor issues are in better control in the wake of the recent earthquake. Pencil sizes continue to have the largest availability. There continues to be a few issues on light yellowing on processed items.

LEAF LETTUCE

The leaf market continues to be steady. Good supplies from the Salinas and Santa Maria growing regions are expected through the week. Rains are expected tomorrow which will only cause delays in harvesting. We are still seeing red discoloration in all leaf items due to the previous rains that we had here in Salinas.

LETTUCE

This market is stable. Some small insects continue to be seen on lettuce in Huron and this will continue to be seen throughout the week. Salinas is in full swing production. The sizing is up and down in consistency with small and misshapen heads seen in all the growing regions. The issues of pink ribbing, discoloration, and mechanical damage are still seen upon arrival. Heavier lettuce is coming out of Huron.



ADAMS
A Fresh Produce Distributor



WEEKLY NEWSLETTER AND COMMODITY REPORT

MELONS

- **Cantaloupe:** Availability of offshore product is beginning lighten up as shippers are starting to clean up on Honduran and Guatemalan product. Mexican product is now crossing into Nogales, sizing is running small but quality is good.
- **Honeydew:** Lighter supplies of offshore product as shippers finish up in Honduras and Guatemala for the season. Nogales is receiving more supplies of Mexican fruit with good quality and sugars.

ONIONS

The northwest onion deal has finished. The Texas market is steady to slightly lower on yellows and whites while reds are still tight. Texas has had dry weather the last half of last week and is supposed to stay dry for the first half of this week so the availability will get better. Jumbos and larger are still relatively short but the percentages are better as they have gotten warmer and dryer weather. The red market is strong since Texas is the only area with volume, so stay ahead. Supplies remain fairly limited and the demand remains strong on all colors. The quality is fair to good but improving. Vidalia, Georgia is also heavy to mediums but has good numbers of jumbos as well, with good quality on both. California has started packing yellows and a few reds and whites. The numbers are still relatively low but will improve as the week goes on. The quality is good and the yellows are average size to large depending on the shipper.

POTATOES

Idaho continues to peak on 80 count and smaller and remains short on the bigger sizes. 60 count and larger are so tight that many shippers are asking for 48 to 72 hours lead-time to cover big orders. Burbanks will be the main variety for the rest of the storage season. The remaining norkotahs are still peaking on 60/70's but are in very few hands. Washington norkotahs are steady to slightly higher on all counts and are still very limited on 90's and smaller. Washington is still peaking on 70/ 60's and has excellent quality. Wisconsin is higher on all sizes and supplies are very limited as they are almost finished. Wisconsin quality is just fair. Colorado is steady on all sizes but demand is up on their larger counts since Idaho is so short. The quality in Colorado is mostly good. North Dakota continues to pack reds and golds but the availability is way down and they are almost finished for the season. Their quality is poor to good. Idaho has a few reds and golds left but the supplies are light. California packers are still packing all colors and have better numbers from Bakersfield. The California quality is good on all colors. South Florida is still running reds, yukons, and whites, and have increased their volume as well. They also have good quality and their reds are very dark in color.

SQUASH

Western Squash: Mexico production is very inconstant in volumes and quality. One major growing area was hit with some severe winds which caused the squash to get beat up pretty good. Expect better production on Italian squash in 7 to 10 days. Yellow has a lot of problems in the field and increased production is still a ways away. Baja has started very light production. Fresno, California is cleaning their fields this week.

Eastern Squash: With more heavy rain and strong winds hitting South Florida, this market will most likely hold at its current levels. Central Florida should be getting into some decent volume in another week or so but in the meantime look for rain related quality issues and limited supplies out of South Florida.

STONE FRUIT Off shore peaches, nectarines and plums are all available with good quality and availability. Domestic cherries will start up around the first week of May. There will also be some light volume starting on the domestic tree fruit the first week of May.

TOMATOES

Eastern: Florida continues to have shippers getting a little stronger with production, from what very light production there actually is. Shippers continue saying possibly the middle to the end of May before supplies increase to normal production levels. The couple of shippers who are coming up with some fruit have quantities that are small and insignificant in the big picture. There have been considerable quality issues with the Florida fruit such as scaring and misshaped fruit. As mentioned volumes will continue to be less



ADAMS
A Fresh Produce Distributor



WEEKLY NEWSLETTER AND COMMODITY REPORT

than normal, but quality should improve as growers continue to pick and clean up the plants. There has been no change in quality to date. Coming on fairly strong are Grape and Cherry tomatoes. We can expect to see higher than normal fob's on the round tomatoes probably up through the spring accompanied with shortened supplies. The Roma tomato production is getting better with respectfully lower fob's compared to weeks previous.

Western: Supplies out of San Diego continue to be low and diminished with a strong Mexican market. We can expect this trend up until the new Baja crop get up to speed in late May into the front of June. Nogales is a bit unstable with pricing. Romas have stabilized with lower fob's than in weeks previous. Production should remain steady (weather permitting) for the next few weeks.

WATERMELON

Better supplies on seedless product with seeded watermelon in light supply. Prices are still at the bottom. The mini seedless are in better supply and quality is good, the market is flat.

VALUE ADDED

On all value added items, production continues to be going strong in Salinas. Expect some discoloration on romaine and lettuce items upon arrival. Product quality has been up and down out of the Huron region as well as Salinas on lettuce.