



ADAMS
A Fresh Produce Distributor



WEEKLY NEWSLETTER AND COMMODITY REPORT

APRIL 6th, 2010

WEATHER REPORT

A cold Pacific storm system moving through California today will bring a cool down, strong winds and rain to much of the region. This cold system will bring strong winds and keep temperatures in the High 50s to low 60s in Central and Southern California the front part of the week. Precipitation in the 1/2-2 inch range is expected with hail also possible with these cold systems. This will once again hinder growth rates and may damage crops (hail, strong winds, mold, mildews) in the transition regions of Central California early this week. Following this system high pressure builds over California mid-week producing sunny and dry weather with warming temperatures into the weekend. Long range forecasts show another system approaching California next weekend.

A strong high pressure system over the Gulf of Mexico will slowly slide east through the week. This will keep the Southeast high and dry with warm temperatures, into the mid 80s into Thursday. A cold front moves through the area late this week bringing a slight (20%) chance of showers on Friday.

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

- **Green bell peppers remain very short and quality is only fair. Red and yellow bells are also becoming very tight.**
- **Bartlett pears are finished for the season.**
- **Nappa cabbage is still extremely light in availability due to excessive seeder in the fields.**

MARKET REPORT

ITEMS TO WATCH -- MARKETS VOLATILE, PRICES UP

Apples Asparagus Avocado Bell Peppers Blackberries Broccoli Cantaloupe Carrots Cauliflower Celery
Cucumbers Grapes Green Onions Honeydew Iceberg Leaf Lettuce Lemons Oranges Stonefruit Strawberries Tomatoes

ITEMS TO WATCH -- MARKETS GOING DOWN/STEADY

Blueberries Onions Pears Potatoes Raspberries Squash Watermelon

APPLES/PEARS

Washington shippers are still heavy to larger reds and gold's especially in the higher grades. The small size foodservice reds and gold's are still very short and are also heavier to the higher grades. Granny-Smiths are still short on the larger fruit and lower grades. Export demand from Mexico is up and supplies of the smaller Gala variety are lower as the smaller shippers finish packing. As Gala supplies drop the deals on the smaller varieties will dry up as well. There are still some tremendous deals on 48/56/64's in most varieties as most are large and heavier to the premium grades. Please consider varieties other than red delicious for your foodservice orders that require small fruit. D'anjou pears are in excellent shape with good supplies in Washington and are also mostly large. Bosc, Seckel, Concorde, Comice and Red Crimson varietal pears are available as well although supplies are low as the varietal pears finish for the season.

ASPARAGUS

This asparagus market is different among suppliers. There are shippers having tighter availability than others. This market overall is stable. Supplies are light out of Washington. Mexico product will start to wind down in all areas except the Baja region, where production will continue through the month of March. California production continues to produce better production numbers. Peruvian product is still available on the East and West Coast. Quality of Mexican product continues to be good.

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AVOCADO

California growers continue to improve their harvest volumes. Fruit is beginning to size up. Mexico's volume is lighter as growers continue to hold off on production.

- **Mexican Fruit:** Mexico still represents the bulk of the avocados on the market. Growers continue to slow their harvest to firm their market.
- **California Fruit:** Growers are harvesting good supplies as fruit is sizing up. Demand is good.

BELL PEPPERS

Eastern Bells: The market has dropped on Florida bell pepper, particularly in the off grades. Volume is up a bit but no where near where it should be for this time of year. We are still a good 2-3 weeks away from good supplies so the market could hold at this level or even go back up a bit in the coming weeks.

BERRIES

- **Strawberries:** Florida strawberry growers are done for season for the most part. What they are still harvesting is best kept in Florida. California has plentiful supplies out of the southern districts. Northern districts are slowly building volume each week. Quality is good out of all areas. Market is weak.
- **Raspberries:** Supplies are very light with a firm market. Supplies will not build till the end of April. Driscoll is still the main supplier of raspberries at this time. Quality is good.
- **Blackberries:** Better supplies coming out of Mexico is causing this market to weaken slightly. Quality is good.
- **Blueberries:** Supplies are light with a stronger market. Demand is good. Quality is fair to good.

BROCCOLI

This market is firm to start the week. There are ample supplies that currently exist in Salinas, Santa Maria and there is still a little production in Arizona. The heads sizing on crowns has been much better as good weather has been had for this past week. Rains this past weekend will slow production to start the week on all broccoli items.

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 is steady from last week. The best pricing continues to be out of the Salinas region. Santa Maria will have production as well. There has been little to no complaints on quality this past week. Good supplies are forecasted this week which will keep pricing competitive.

CELERY

This market is slighter lower on large sizing 24s in particular. All other sizing is stable. Production is stronger in Oxnard. The quality continues to be good in terms of color and texture. There is no product available in Salinas at this time.

CITRUS

- **Lemons:** Supplies are good on 115's and larger, with 165's and 200's in fair supply. Quality is very good.
- **Limes:** Limes are very short and expect them to stay short until mid May when the new crop is expected to start.
- **Oranges:** Demand remains steady. Crop continues to peak on fancy 72's, 56's and 88's.

CUCUMBERS

Eastern Cucumbers:

The end of the off shore deal in Florida means scarce supplies and marginal quality. Currently, suppliers are anxious to unload the last of their Honduran cukes and have dropped prices. There are some domestics starting to pop up but color and sizing on that product is fair at best.



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GRAPES

Demand is still light and shippers are looking to keep product moving with deals on both coasts. There is Crimson, Rubies and still some Flames available. The Greens, Sugarones and Thompsons are still the most prevalent. Black seedless is in lighter supply and excellent quality. Red Globes with very good quality and good availability.

GREENONIONS

This market continues to be steady. Mexico had an earthquake this past weekend but there has been no word on effected production numbers at this point. 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 is steady. Huron and Salinas are in production, and product will be available in Yuma if needed. Huron is seeing small insects at harvesting time. This issue will likely continue through the week so please be aware. Heavy rains over the weekend will cause for delays in loading to start the week.

LETTUCE

This market continues to be steady. Production numbers have increased in Huron. Some small insects have been seen on lettuce in Huron and this will continue to be seen throughout the week. Yuma has some production through this week if the need arises. The sizing is up and down in consistency with small and misshapen heads seen in all the growing regions. There continues to be a few issues of pink ribbing, discoloration, and mechanical damage seen upon arrival.

MELONS

- **Cantaloupe:** Better availability with less demand. Honduran and Guatemalan product are both coming into the US along with a little from Costa Rica. Product is coming into Pompano and Manatee, Florida. There is product on the West Coast out of the LA area and some fruit coming into New Jersey as well.
- **Honeydew:** Getting orders on the books early is a must. Even though supplies are better product is being prebooked and goes quickly. Better supply this week but still running large to 5's and 6's on the West Coast. Offshore fruit is still arriving into Florida, California and New Jersey. Product quality is getting better. Nogales is receiving Mexican fruit with limited availability and fair quality.

ONIONS

Northwest yellow and red pricing are steady for now although there still some deals out there, but supplies are way down. Expect the market to stay strong and be ready for price increases since the Texas and Mexican product is small! The remaining northwest packers continue to manage their storage inventories to insure supplying their contracted and regular customers. Some of the remaining Washington/Idaho/Oregon shippers are supposed to finish at the end of this week while some will continue through the end of the next week. The northwest yellow sizing remains heavy to jumbos and larger while medium supplies are very low. The northwest quality is still holding. Domestic whites are still very limited and in a demand exceeds supplies situation but the market has stabilized. The Mexican and Texas onions are peaking on mediums and pre-packs in all three colors, so the volume of jumbos is relatively low. The quality from Mexico is good to fair on all colors. Texas will have more product as the week goes on but the onions will continue to be small and the low yields will continue to expect supplies to remain tight on all three colors.

POTATOES

Larger Idaho counts are up again due to the smaller Burbank variety and strong demand. Burbanks are the main variety and are peaking on 80/90/100's but also making a lot of number-tuos. Idaho norkotahs are heavier to 60's and 70's but are in very few hands. Washington norkotahs are steady on most counts. They still have excellent quality and are peaking on 70's and 60's. Wisconsin and Colorado shippers are also packing norkotahs and have a steady to slightly stronger market along with increased demand. The quality in Wisconsin ranges from poor to good while Colorado potatoes are mostly good. Mount Vernon, Washington continues with excellent quality on reds but is done with Yukon-gold's and will only have reds for another week. North Dakota continues to pack reds and golds but the availability is way down and they are pricing day-of-shipment. Idaho packers are going with reds and golds as well but the demand is very strong and they are also pricing day of shipment. Red supplies are down and the market is up for sure in all areas to stay ahead. California packers continue to pack all colors but yellows are tight. They will get back into better volume in April. South Florida is going with reds and yukons and the volume is up a little.



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SQUASH

Eastern Squash: The squash market is on its way back up in Florida. Recent heavy rains have led to quality issues and decreased volume. Expect green and yellow to hold at the current level for the next few days.

STONE FRUIT Off shore Peaches, Nectarines and Plums are all available with good quality and availability.

TOMATOES

Eastern: Florida has a few shippers getting a little stronger with production, anticipating some fruit to become available 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. We can expect to see higher than normal fob's probably up through the spring accompanied with shortened supplies.

WATERMELON

Light supplies continue on both seeded and seedless product as demand continues to exceed supply. Quality on the Mexican fruit is fair at best. The mini seedless are in better supply and quality is good, the market is higher.

VALUE ADDED

On value added items, production is going strong in Salinas. Taylor Farms will be in Yuma through this week, and then will start up in Salinas on Monday the 12th of April. Shippers are prepared to take on extra business if truck logistics become a factor so please be aware.