



## WEEKLY NEWSLETTER AND COMMODITY REPORT

JULY 6<sup>Th</sup> 2009

### RESTAURANT SPOTLIGHT



#### SPANISH FORT, ALABAMA

Islamorada (pronounced eye-lah-mah-rah-dah), the very name conjures images of surf, sand and seafood! Named "purple isle" by early Spanish explorers, this legendary village of islands in the Florida Keys has drawn anglers from around the world intent on catching the trophy fish swimming its pristine waters. The original Islamorada restaurant started as a marina snack bar in the late 1940s, capitalizing on the wide array of fresh seafood hauled in every day, and today, Islamorada Fish Company is found in Bass Pro Shops® stores around the country

Throughout the nearly 13,000 square-foot restaurant in Spanish Fort, you will be amazed at the attention to detail. Customers can enter the restaurant from the inside of the Bass Pro Shops store as well as from a patio entrance around back. Upon entering, you will notice the awesome vaulted ceiling 30 feet above with beautiful box beam trusses and ornate fish themed, custom, hand-made chandeliers. A large hand-painted mural is located above the massive 12,000 gallon saltwater aquarium which is raised 4' above the store floor. The aquarium is home to scores of colorful, tropical fish. Trophy saltwater fish mounts hang from the walls, antiques and old pictures along with painted murals add to the relaxed dining mood. A 10' wide fireplace adds warmth and provides an inviting ambiance.

In addition to the large dining room that will accommodate 152, there is also a private dining room for 25 for more intimate gatherings. The 60-seat bar lounge area is trimmed out with rich mahogany paneled wood wainscoting and will accommodate your informal gatherings. Additionally, customers can enjoy their food and drinks while admiring the immense aquarium filled with exotic marine life. An outside dining patio seats 116.

As one would expect, Islamorada Fish Company features shrimp, crab cakes, cod, salmon, mahi mahi, calamari, tuna and even fried catfish. Wild game offerings will include venison, buffalo and alligator. Traditional steaks, rotisserie chicken dishes and sandwiches make this much more than a seafood restaurant. With original Islamorada recipes begun more than 60 years ago, you'll understand why the sign says "World Famous!"



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**MARKET REPORT**

**ITEMS TO WATCH -- MARKETS VOLATILE, PRICES UP**

Avocadoes  
Jumbo Onions

Lemons

Asparagus

Oranges

**ITEMS TO WATCH -- MARKETS GOING DOWN/STEADY**

Blackberry  
Carrots  
Watermelon

Blueberry  
Limes  
Broccoli

Strawberry  
Cantaloupe  
Lettuces

Raspberry  
Honeydew  
Corn

**BRIX READINGS TABLE**

|                 |             |           |
|-----------------|-------------|-----------|
| CANTALOUPE 12ct | <b>12</b>   | GOOD      |
| CANTALOUPE 15ct | <b>NA</b>   | NA        |
| HONEYDEW        | <b>9</b>    | GOOD      |
| PINEAPPLE       | <b>16.5</b> | EXCELLENT |
| RED GRAPE       | <b>17</b>   | EXCELLENT |
| GREEN GRAPE     | <b>17</b>   | EXCELLENT |
| STRAWBERRIES    | <b>9</b>    | AVERAGE   |
| RASPBERRIES     | <b>11</b>   | AVERAGE   |
| BLACKBERRIES    | <b>11</b>   | POOR      |
| BLUEBERRIES     | <b>12</b>   | EXCELLENT |

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 and Gold Delicious Apples are still available in EXCELLENT supply and there are deals on smaller sized fruit. Fuji, Granny Smith 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 and they are currently very tight, especially going into this 4<sup>th</sup> of July weekend. Braeburn Apples are very tight and are almost finished shipping from the state of Washington. 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.

### ASPARAGUS

This market has remained steady. Mexico continues to produce stronger numbers and Peruvian product continues to be available out of Miami. Jumbo sizes continue to demand a premium price. 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 next week. Volumes will be light. The larger vessels for fruit will not begin to arrive until late August.

### BELL PEPPERS

Georgia is coming to the end of their pepper deal but the northern growing regions are beginning to get going, bringing the market down just a bit. Mediums and off grades continue to be the more difficult sizes to come by but overall quality in all regions is good. Market is softening.

### BERRIES

- **Strawberries:** Production this week has increased as most shippers have good supplies of fruit. The weather has been favorable, in the 70's. We can expect production to continue to slightly increase through the week and next week looks good as well. There are some shippers currently loading in Santa Maria but you can expect a smaller berry.
- **Raspberries:** Raspberry continues this week in a tightened situation as we have passed the "peak" production window. We may get another little push but will decrease again. There will continue to be moderate to light supplies of Californian fruit, until the Northwest gets going.
- **Blackberries:** We continue looking at local production as it is slowly increasing. 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. The Northwest should start producing decent volume within the next two weeks.
- **Blueberries:** Production in the Central Valley is getting close to the end. We can expect to see more volume coming out of the Northwest, building as this week progresses. Georgia is starting to wind down as Eastern temps begin to increase, and we can expect to see smaller sizing as it winds down. North Carolina estimates an end date of this week or while supplies last. Mississippi will continue to pack this week, bringing in aprox, 2,000cs of pints a day. Next week is back in with moderate production.

### BROCCOLI

This market is flat as in the previous week. Suppliers are 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 extremely active. Many suppliers have started Monday sold out after covering contract business. There are no deals available on any size and expect this commodity to be tight throughout the 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. Oxnard production will finish up this week. 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 a little lighter this week due to storms in Mexican growing area. Quality remains very good, with lighter color which is a characteristic of the summer crop.
- **Oranges:** Late navel varieties are done. Valencia production is good. Quality is very good, with sizes peaking on 88's, 113's, and 138's.



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### **CUCUMBERS**

With Georgia finishing up on their cucumber supplies and Michigan not quite into volume, this market continues to tighten up. High prices and limited availability can be expected throughout the week. With heavy rains coming into the Michigan / Ohio regions, this tight market may hold well into next week.

### **GRAPES**

New crop Flame red seedless and some early green seedless varieties ("Earli Sweet" and Perlette)\* are available this week from the Arvin/Bakersfield district and there is excellent color and sugar levels already! Coachella and Nogales will only have fruit for another 7-10 days. There are distinct price differences with Nogales being the cheapest of the three areas. Currently truck traffic to the Nogales area is at a minimum, they need movement on fruit and therefore they are at lower price levels. Temperatures have been HOT in the new crop growing areas, but fruit is thriving now and production is high to start the deal. Demand pressure is off considerably to finish the week as the pull for 4<sup>th</sup> of July is slowing down.

### **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 romaine market has eased up slightly. 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. 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 to start the week. The growing regions experienced high temperatures this past weekend and as the temperatures subside, there may be quality issues. For now, the quality is good. The weights on the lettuce have been a bit heavier than normal. With the weather in the growing regions being so sporadic, look for mildew and puffiness to be possibly seen upon arrivals in the upcoming weeks.

### **MELONS**

- **Cantaloupes:** The transition continues this week to the new crop areas on the Westside district of Central California. There are still a few CA desert shippers in production, but will be finished by the end of this week. Arizona desert production is also coming to a close with the exception of one major production area (Aguila/Harquahala) which will go throughout the summer months. Small sized Cantaloupes are still somewhat snug as we move into the first few days of July, but with warm weather in the major growing areas there will be better supplies coming. Sizing looks to remain heavy to the large sizes (9's & 12's), but we will see a wider range available next week. Warm temperatures are expected to remain in the new crop growing areas, but with desert production finishing, there is some activity in the market.
- **Honeydews:** Honeydews are plentiful and there is not much demand as we move into July. There are light supplies from Mexico, but heavy from the CA desert, Arizona and also now the Westside. Small sized fruit will remain in relatively light supply through the transition to new crop but warmer temperatures are bringing on the smaller sizes. The market is steady at lower levels to finish the week and there are deals available on large fruit!

### **ONIONS**

Huron is packing now and it looks like supplies have leveled out. The market is still strong but it looks like supplies should continue to increase this week into next. New Mexico continues to have limited supplies; this may be the case for their entire season. There is some very limited availability out of Washington on new crop over winter yellow onions. Product will remain tight this week and into next.

### **POTATOES**

The quality is still good on the Idaho storage crop. Large size potatoes continue to be very limited as shippers get further into their storage product. 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, 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 out of Wisconsin. California new crop colored potatoes available with very good quality. Large sized reds are limited. Northern Florida with availability on new crop colored potatoes; white potatoes are still extremely limited.

### **SQUASH**

There currently is a two tiered market on squash as Michigan/Ohio areas are producing more volume, dropping the market there and Georgia is working off of their limited, end-of-the-season supply and demanding more money in that region. By the weekend, this market will have stabilized and should hold at the lower level.

### **STONE FRUIT**

Warm weather prevails in the Central Valley's major fruit growing areas and there is very excellent tree fruit production. Movement is relatively slow going into the holiday weekend and there are deals available. 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 peaking now in Washington State and quality is absolutely FANTASTIC on Dark Red, Bing and Rainier varieties.



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### **TOMATOES**

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 decent supplies from the CA/AZ desert production areas and Bakersfield now going on their new crop production. Markets will remain steady on seeded and seedless to finish this holiday week with moderate demand and very nice quality.

## PRODUCE SPOTLIGHT

### CUCUMBERS



You could be “cool as a cucumber” just eating this refreshing vegetable but there’s a more likely source for the expression - the inside of a cucumber can be 20 degrees cooler than the air on a hot summer day. Very low in calories and a good source of fiber, they also contain natural oils and minerals that are beneficial to us inside and out. Cucumbers have been used in beauty remedies since ancient times and are still popular in spa and home treatments today. With 95 percent water content, they’re also a great hydrator, adding to their appeal this time of year when they’re at their best and temperatures are soaring.

There are two primary varieties of cucumbers: slicers and picklers. Slicers are for fresh use, such as in salads or vegetable trays; whereas picklers are used to make pickles or in other processing. As a member of the gourd family (such as melons, squash, pumpkins and watermelon), cucumbers grow on a vine in sandy soil. Sandy soil warms faster in the spring, giving cucumbers a more favorable growing environment.

### **Health Benefits**

Even though fresh cucumbers are mostly composed of water, they still pack a lot of nutrition. The flesh of cucumbers is a very good source of vitamins A, C, and folic acid. The hard skin is rich in fiber and a variety of minerals including magnesium, silica, molybdenum, and potassium.

Cucumber is an excellent source of silica, which is a trace mineral that contributes to the strength of our connective tissue. Connective tissue is what holds our body together. Cucumbers are effective when used for various skin problems, including swelling under the eyes and sunburn. They also contain ascorbic and caffeic acids. These acids prevent water retention. That may explain why when cucumbers are applied topically they are often helpful for swollen eyes, burns, and dermatitis.



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### HEALTH MATTERS

#### *Water for health and performance*

*By L. Lee Coyne, Ph.D.*

Nearly all the bio-chemical reactions that occur in body cells depend on water and electrolyte (sodium, potassium, calcium, chloride, phosphorous, magnesium, etc.) balance. These balances are not only vital to maintaining life but also affect physical and mental performance.

Water is the most abundant component of the body (60% + by weight). I believe it was Mike Colgan of the Colgan Institute who referred to the body as a "Hairy protein bag full of water". This bag of water has many holes which allow for leakage. These holes include skin pores which allow for perspiration (skin leakage) the kidney / bladder system which expels wastes carried by water and the respiratory system which must be moist or breathing would be very dry and painful. Adequate hydration is very important in the maintenance of body temperature. When muscles contract they generate heat which must be dissipated from the core to the body surface and adequate water to maintain adequate blood volume is vital.

Blood, kidney, heart and lungs are made of 80% or more water. Muscle, spleen, brain, intestines, & skin are 72 - 75% water. Even bones are 22% and fat tissue is 10% water. On a normal, moderate temperature, inactive day you would lose 1.5 liters (6 glasses) of water through kidney filtration (urine production) and another 0.750 - 1 liter (3 - 4 glasses) through the skin and respiration. So an average person needs 8 - 9 glasses per day just to replace average losses. It is true you get some of that from fruits, vegetable, other beverages and food. My "rule of thumb" for water requirements has long been - weight in pound / 2 = oz. of water / day. Caffeinated, alcoholic and many carbonated beverages have a diuretic effect and actually increase the daily fluid requirements. One should choose pure (that would take up another column) water or high quality sport beverage in some circumstances.

Naturally, daily fluid requirements will vary with environmental conditions, clothing and exercise intensity and duration.

Even mild dehydration - 1% of body - which would represent approximately .75 to 1 litre of water (1% of 75 Kg = 750 ml.) can create a reduction in muscle performance and start to show dehydration symptoms. Early symptoms are headaches, dry eyes (ask any contact lens wearer what happens after a couple of glasses of wine), drowsiness, loss of concentration, irritability. If the dehydration is 2 - 3 % , serious performance inhibition occurs. Dr. David Costill demonstrated that at these low levels of dehydration 1 - 3% even the time for 1500 meters was inhibited. The time for a competitive 10 K was reduced by 2.5 minutes which is serious in a 30 min 10 K. Muscle cramps are also a sign of inadequate fluid replacement and electrolyte loss, particularly calcium and magnesium. Even "Lactate threshold" - an indicator of maximal work performance ability is lowered which is not a good thing in high intensity, endurance competition. Thicker blood, fast heart rate, negative changes in blood pressure are other symptoms.

Don't wait until you are thirsty to decide to drink. Fluid replacement is part of a daily plan. Thirst is a sign - too late - of dehydration, performance is already impaired.

You actually lose significant fluid just sitting in an air conditioned car or office. Frequent drinks of water during a long automobile trip will reduce apparent road fatigue. The same applies to sitting at your desk. A friend has a water bottle holder mounted on the dash of car to encourage convenient hydration while driving.

Here are typical water losses during exercise : 1 hour of weight training = 8 oz; 45 minutes of swimming = 10 oz, a softball game = 16 oz; 5 mile run = 24 oz, 45 minutes of full court basketball = 24 oz; bicycling for 1 hour = 33 oz. and a marathon = 116 oz.

As the environmental temperature, exercise intensity and / or duration increases, you need to drink more and may want to switch to a quality sport drink (one made with a glucose polymer like maltodextrin rather than table sugar and 6 - 8 electrolytes rather than just sodium and potassium) to avoid a condition known as Hyponatremia or water intoxication caused by electrolyte loss and excess water intake. During the famous Daedalus man powered flight over the Aegean Sea (energy equivalent of 3 non-stop marathons) in 1988, the athlete lost only 1.5 Kg and had normal blood chemistry at the end. He drank a cup of high quality sport drink every 15 minutes for just over 4 hours.

One last point - cool beverages are absorbed better than room temperature or warm beverages.