



October 20th, 2008

Nothing so conclusively proves a man's ability to lead others as what he does from day to day to lead himself. - Thomas Watson

****COMMIDITY ALERT****

LETTUCE

Cold temperatures in the Salinas Valley have caused ice to be a factor on this commodity. Common characteristics of iced lettuce include blister and epidermal peel. Expect to see lettuce with these flaws over the next couple of weeks at a minimal. Another problems with the ice is the fact that harvesting product will start later than normal. This will cause delays for trucks to be loaded.

COMMIDITY REPORT

APPLES/PEARS

The California Apple crop is still shipping from storage on the Fuji and Granny Smith varieties. Pink Lady apples from California have now started and there is good availability. Washington continues to harvest good numbers of all varieties and there are better numbers being put up on smaller sized fruit. Expect this season's crop to continue to yield some smaller sized fruit, but the crop will remain relatively short overall. Washington Pears are going strong this week again with excellent supplies of Bartlett, D'Anjou, Bosc and other varieties.

ASPARAGUS

Standard and large asparagus has been much more readily available out of Peru. Extra large and jumbo sizes continue to demand a premium price. Light supplies continue to be produced out of the Mexico territory.

AVOCADO

California fruit – California's fruit supplies should be gone by late October. **Mexican fruit** – Rain in Mexico is slowing fruit harvest. Supplies crossing into the states have started to slow some. **Chilean Fruit** - Chilean fruit supplies are good. This early fruit will be low in oil content and will ripen slowly.

BERRIES

- **Strawberries:** Strawberry production this week is off to a slow start. Cooler temperatures in the north have slowed production and there is not enough volume in Oxnard / Santa Maria to compensate for the lack in the north. The forecast is calling for a slight warming trend for this week and that should help production a bit. The playing field is currently level with quality in both northern and southern growing areas. Both areas will have some level of quality issues but as weather this week improves, we should see some stronger fruit.
- **Raspberries:** Raspberries are available with most shippers. Some shippers are in heavier production than others are.
- **Blackberries:** Blackberry production continues to be light; we can expect this trend to continue until we start receiving berries from Central Mexico and Baja.
- **Blueberries:** This week blueberry production has been affected in Argentina due to a couple of days of rain and more to come. Growers are currently doing their best to accurately estimate what production can be expected.

BROCCOLI

This market has become stronger since the end of last week. Suppliers are light on both carton and crowns and this will continue through the week. Cold evenings and planting gaps are the main cause of the shortage of supplies.

CITRUS

- **Lemon:** Quality and condition remains good.
- **Oranges:** Navels are expected to be available mid to late October. Quality is very good.

CUCUMBERS

No Change - Eastern Cucumbers Quality has been good as Georgia comes into better volume.

MELONS

- **Cantaloupe** – The California Westside is wrapping up the last of their fields beginning this week and will be completely finished within a few days. The California and Arizona desert production is very light to start this week. Expect to see a slight green cast on the Cantaloupes and sugar levels for desert fruit will be steadily on the rise.
- **Honeydew** – Low sugar levels continue to limit domestic shipments.

SQUASH

Eastern Squash: Squash is now being harvested in Georgia and Mississippi as Michigan and the northeast are all but finished.

TOMATOES

Eastern Local area production is ending due to consistent adverse weather. Northern FL looks to be out of the picture due to much early rain, this will definitely have an effect on the end of the Californian deal and put pressure on Nogales/McAllen when they start crossing.



ADAMS

A Fresh Produce Distributor



PRODUCE SPOTLIGHT CRANBERRY

The cranberry is a slender, trailing native North American shrub that grows in moist, sandy soil. The fruit berry is small, red, quite tart, and high in vitamin C. The berries are used either fresh or in processed foods such as juices, jams, and jellies. Vines are planted in sandy, peat-rich soil that is acidic and often flooded with water for more efficient harvesting. Cranberries grow wild in the northern climates of North America. The cranberry is one of only three fruits native to North America, along with the blueberry and the Concord grape. There are about 1,200 cranberry growers in North America and cultivation occurs only in Massachusetts, Wisconsin, New Jersey, Oregon, and Washington State. Today, at least 200 billion cranberries are harvested each year.

History

Because cranberries are an indigenous fruit, the Native Americans used them in a number of ways—fresh, ground, and mashed and baked with cornmeal. They mixed dried cranberries with dried meats and melted fat to make pemmican—a survival food for winter. Cranberry poultices, medicinal teas, and dyes were also used. European settlers thought the flower of the cranberry vine resembled the crane's head—hence the name cranberry—and used them extensively by 1700. Sailors used them to stave off scurvy because of their high vitamin C content.

Commercial cranberry production began in Cape Cod in 1815 and early commercial producers picked cranberries by hand. Cultivated throughout the nineteenth century in the East as well as the Midwest, individual growers often devised their own innovative machinery to meet harvesting needs. Nearly all attempted to address the problem of laborious picking. Individuals rigged up suction pickers that worked like vacuum cleaners, motorized pickers, homemade weed whackers, and hand scoops for pulling cranberries out of the water during wet harvesting. Standardized water reels and dry-pickers are now commercially available and greatly increase efficiency.



Wet Harvesting

Wet harvesting is a quicker processing method than dry harvesting. Ninety-five percent of a crop can be wet harvested in 60% of the time it takes to dry harvest. Flooding occurs the night before harvesting is to begin. The beds are flooded with 18 in (45.72 cm) of water. The next day, a machine called a water reel (nicknamed egg beaters) is driven through the water, its paddles churning up the water. The ripe cranberries are agitated just enough to be separated from the vine and float to the surface of the water. The floating berries are corralled together with an inflatable boom. A large pipe is placed just beneath the surface of the water in the center of the aggregation of gathered, floating cranberries.

INDUSTRY NEWS

Cranberry farmers, agencies aim to speed marsh expansion **Deal announced Tuesday hastens the permit process**

MILWAUKEE — Wisconsin cranberry growers on Tuesday announced a deal with state and federal authorities to speed up the permit process for expanding their marshes. The U.S. Army Corps of Engineers and Wisconsin Department of Natural Resources signed a memo of understanding on the deal with the Wisconsin State Cranberry Growers Association on Tuesday, said Jeff Olson, the Corps' Wisconsin section chief. Ocean Spray Cranberries Inc. and other cranberry processors have called for farmers to produce more to meet growing worldwide demand for their fruit. Wisconsin farmers already produce nearly 60 percent of the nation's cranberries. They have said they need a faster permit process to expand as quickly as the processors want.



INGREDIENTS:

- 2 large sweet potatoes, peeled, cut into 1-inch thick lengthwise wedges
- 1/4 cup extra virgin olive oil, divided
- 3 teaspoons sea salt, divided
- 1 teaspoon chili powder
- 1/2 teaspoon onion powder
- 1/2 cup chopped red onion
- 2 tablespoons chopped seeded jalapeno chiles
- 2 teaspoons minced garlic
- 1/2 teaspoon ground cumin
- 1/2 teaspoon ground allspice
- 1 cup Ocean Spray® Fresh or Frozen Cranberries
- 3 tablespoons Ocean Spray® 100% Cranberry Juice
- 1 teaspoon chipotle flavored hot sauce
- 2 tablespoons pure maple syrup

DIRECTIONS:

Preheat oven to 375 degrees F. Place sweet potatoes on large baking sheet with sides. Drizzle with 3 tablespoons of the olive oil; sprinkle with 2 teaspoons of the salt, the chili powder and onion powder. Toss to coat; spread on pan so potatoes are not touching. Bake for 10 to 15 minutes or until fork tender, turning once half way through cooking.

Meanwhile, in large skillet, heat remaining olive oil over medium heat. Add onion and jalapeno chiles; cook for 5 minutes. Add garlic, cumin, allspice and remaining 1 teaspoon salt; cook for 1 minute. Stir in cranberries, cranberry juice, hot sauce and maple syrup. Cook until cranberries start to pop. Pour mixture into food processor bowl with metal blade. Process until smooth. Serve with sweet potato wedges.

Makes four servings.

2008 Ultimate Cranberry Recipe Contest Finalist
Margee Berry
Trout Lake, WA