



December 22nd, 2008

Despite the headlines, there is still a great deal to be grateful for, and much to look forward to in the New Year. Americans are resilient, self-reliant, and hardworking people. As the saying goes, "Necessity is the mother of invention". In 2009, we are told we will face adversity and challenges. Maybe we will, but there are certainly many other possible outcomes.

Our industry, like all others, thrives when customers are confident. Today that confidence is waning. However, we are certain that together we can, and we will achieve new heights. We will find solutions never considered, bring efficiencies never found, and seek avenues never pursued.

Over the Holidays we hope that you will find time to enjoy your family and friends. We wish you all peace and happiness. May the less fortunate among us find a helping hand.

Our heartfelt wishes to you and your family for a wonderful Holiday Season and a Happy and Healthy 2009.

- Adams Produce





COMMODITY REPORT

APPLES/PEARS

No Change

ASPARAGUS

Supplies are light on the product coming from Mexico. Peruvian asparagus has better supplies out of Miami. Supplies are still tight on the extra large and jumbo sizes.

AVOCADO

- **Mexican fruit** – Steady supplies continue to cross into the states. Quality is nice
- **Chilean Fruit** - Chilean fruit supplies are good.

BELL PEPPERS

Eastern Bells: The pepper market remains steady. Warmer temperatures anticipated this week should soften the market slightly by the end of the week.

BERRIES

- **Strawberries** California strawberry production has come to a halt due to rain from Salinas to Oxnard. It looks like we may not see any kind of significant production (tentatively) until next week. The forecast is calling for on and off rain through Thursday of this week and if holds true then we probably will not see California strawberries until late next week due to stripping the plants. Baja production is a bit slower as well due to cooler temps. Florida is forecasted for warmer temps which will help bring production close to something normal. Quality is marginal across the board.
- **Raspberries** Raspberry production has tightened up this week due to cooler temps in the growing regions. There are significantly less raspberries crossing currently. There are some small quantities from Chile into Los Angeles.
- **Blackberries** Blackberry production from Mexico is up to speed with consistent transfers from Mexico and landing two to three times a week and Mexican product into Los Angeles. There is significantly more product and current fobs are reflecting it. There are a handful of shippers with very aggressively priced blackberries due to heavy deliveries. Reports of quality have been good.
- **Blueberries:** We are continuing to see the first of the Chilean fruit arrive. Shippers are cutting back on how much product they are bringing up from Argentina and some shippers are making moves to clean up on what inventory they are sitting on.

BROCCOLI

Supplies are very light. Cold temperatures are the current problem in all growing regions. Also coupled with the rain we are having; it has allowed shippers to not harvest today and clean the inventories. Supplies will remain tight all week.

CAULIFLOWER

Supplies are tight on all sizes due to the cold weather. Rains and cold weather are the main reasons behind the supply gap. Supplies will remain tight for the rest of the week

CITRUS

- **Lemon:** Supplies are very good on 95's thru 115's. Smaller sizes 165's and 200's are becoming a little tight. Quality and condition are good.
- **Oranges:** Navel pack out is still off this week as fog and rain continues to hamper harvest. Size is shifting to bigger sizes and 88's and smaller fruit are very tight. Quality is very good.

CUCUMBERS

Eastern Cucumbers: Already somewhat scarce due to limited acreage planted in Florida this year, the situation has worsened after several days in a row of cold temperatures and now heavy rains.



COMMODITY REPORT CONTINUED

GRAPES

Storage Crimsons are moving well finishing this week and moving into next. The first Chilean Flames are hitting East and West coast ports as well as a few Prime, Sugarone and Perlette green seedless. Chilean shipments over the next few weeks will be increasing, but most of the volume increases will be after the Christmas holiday. There are also imported green seedless from Brazil hitting both the east and west coasts in very good volume and F.O.B. pricing is slightly lower to end this week.

LEAF LETTUCE

This market is become stronger due to poor weather in the growing regions. Supplies in Yuma are still adequate and the quality has been above average. Some quality defects showing up will be Epidermal Peel, Fringe Burn, Tip Burn, and Wind Burn.

LETTUCE

The lettuce market has some strength. The rainy weather the Yuma region had over the weekend caused shippers to not harvest product. There is also rain in the forecast for tonight. Most shippers have firmed up their pricing and the market looks to remain active for the rest of the week. Supplies are moderate in Yuma. Some of the defects on lettuce in Yuma have been on the outer leaves. Strong winds left debris and dirt on a number of lots of lettuce. Also there will be epidermal peel due to the lettuce ice. **MARKET**

HIGHER

MELONS

- **Cantaloupes:** Supplies of large sizes (9ct)* of offshore fruit from Guatemala continue to be very tight. Increasing supplies over the next 10-14 days should ease the pressure and they will be more readily available after that. There are very good supplies of the smaller sizes (15/18ct)* and there are plenty of deals available! Quality is very good with the Harper varieties including long shelf life and higher Brix levels. Demand is strong for the large sizes but expect no significant market change especially if supplies increase in the coming weeks. **MARKET STEADY**
- **Honeydews:** The honeydew deal continues strong, especially in the large sizes (5ct and larger)*. It looks as though the large fruit will remain limited over the next 10-14 days and demand is strong overall on honeydews.

SQUASH

Eastern Squash: The current softening of the squash market may come to a halt after the anticipated heavy rains. However, the return of warm, dry weather should bring on more supply and a further decline in this market..

TOMATOES

Eastern: Palmetto Ruskin growing area is becoming more of a producer with tomatoes. We are seeing lower fob in FL currently, possibly due to the dynamics of the holiday and shippers not wanting to be caught with inventory. We can expect to see better production in FL also due to a bit warmer temps.

MARKET HIGHER



Weather Alert

As this storm system moves east today very cold air behind this system will bring a chance of freezing temperatures to the desert growing regions over the next few days.

Harvest crews in the desert regions are currently on stand by due to heavy rains in the region. Harvests are unlikely to take place today as rains are expected to continue throughout the day. Following these rains (Thursday) the water soaked fields and anticipated very cold temperatures will create ideal conditions for frost and freeze damage to take place. This of course will depend on overnight temperatures. If freezing temperatures occur, this will further delay harvests tomorrow, not to mention slow going in the wet and muddy fields. These factors will combine to create a drastic shortage of product over the next few days at a minimum. Long range forecasts show continued cold temperatures (10-15 degrees below normal) as a series of low pressure systems roll in from the Pacific Ocean over the next week or so. Although substantial rain is not expected to reach the desert locals with these upcoming systems the anticipated cold temperatures will drastically reduce growth rates in these desert stands. This will keep supplies light through the holiday season with lesser texture, shelf life and overall quality. We will be closely watching these current and upcoming weather trends and keep you informed as we gather the information.



Holiday Food Trivia

The Holidays are the only time of the year where it's perfectly fine for people around the world to overindulge. There are so many delicious foods and desserts to choose from, its no wonder the average American eats 17 pounds of turkey each year!

Learn all about Holiday food as you test your Holiday food trivia knowledge with the tidbits below.

What's for Holiday Dinner in America?

- Baked ham
- Turkey and stuffing
- Mashed potatoes and gravy
- Sweet potatoes
- Green bean casserole
- Winter squash soup
- Waldorf salad
- Cranberry salad
- Parker house rolls
- Divinity
- Red velvet cake
- Pumpkin pie



In America, Christmas dinner wouldn't be complete without turkey.

How many Turkeys are Consumed during the Holidays each Year?

The largest turkey on record weighed 86 pounds, about the size of a large dog. Twenty-two million turkeys are consumed each year at Christmas, compared to 45 million at Thanksgiving.

What is fruitcake?

Fruitcake früt-k̄ ak n (1848) 1: a rich cake containing nuts, dried or candied fruits, and spices; 2: a foolish, eccentric, or crazy person.

What are the Holidays without fruitcake? Indeed, this chewy, rich confection is a staple of the holidays, but what, exactly, is it? It is called a cake, but because it is chock-full of nuts and candied fruits, it resembles a candy bar. When sliced, pieces can be passed off as cookies.

In ancient times, fruitcake was made with raisins, pomegranate seeds, and pine nuts mixed together with barley mash. Later, honey, spices, and candied fruits were added. Because of fruitcake's consistency and longevity, early warriors and hunters carried it with them on long journeys.



This rich fruitcake is a staple of the holidays.

In the 1700s, Europeans baked ceremonial fruitcakes at the end of the nut harvest, saved them, and then ate them at the beginning of the next year's harvest. This was done with the hope that it would bring another successful harvest.

Also, throughout Europe during this time, the consumption of fruitcake (also called plum cake) was restricted to special occasions because of its "sinfully rich" taste. Those laws were later rescinded, and fruitcake became an essential of the Victorian tea era.

In 18th-century England, it was believed that unmarried wedding guests who put a slice of fruitcake under their pillow at night would dream of the person they were destined to marry.¹ (Who needs match.com?)

¹ <http://christmas.howstuffworks.com/christmas-trivia8.htm>. December 22, 2008