

Labatt **FOOD SERVICE** *Produce Department*

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MARKET REPORT: JUNE 18, 2010

We appreciate your business. Please let us know if you have any questions. Have a great weekend!

WEATHER IN CURRENT GROWING REGIONS

Salinas, CA: Daytime highs will remain in the mid-60s to low 70s through June 22 with overnight lows in the low 50s.

Huron, CA: Daytime highs will be in the mid-80s to low 90s through June 22 with overnight lows in the mid- to upper 50s.

Brawley, CA: Daytime highs will range from 101 to 105 through June 22 with overnight lows in the upper 60s to low 70s.

PRODUCE NEWS

AVOCADOS

California harvest remains steady and demand is good. Mexico growers are operating at a slower pace as they near the end of their season.

BELL PEPPERS

Demand is good. The California desert season is coming to an end for green bells and producing good volume on reds. Bakersfield has started harvesting some green bells, volume should pick up over the next 2 weeks. Heavy rain and the transition to the end of the season has led to the limited availability in Georgia. They are currently the only pepper supplier in the southeast. With this limited availability we will start to see the market creep upward until Michigan and Ohio come online in August.

BROCCOLI, CAULIFLOWER & CELERY

The *broccoli* market is stable and supplies look to be good over the next week. Good weather is in the forecast and quality is expected to be strong out of all growing areas. *Cauliflower* market is steady, warmer weather over the past week has made supplies more readily available. The sporadic plantings of growers throughout the market could cause the market to fluctuate throughout the remainder of the season. *Celery* market is steady with good supplies out of all areas. Salinas production has started and more growers will come online next week. Overall quality has been good.

CITRUS

Lemons: Supplies remain good; demand continues to increase as everyone transitions into their summer movement.

Limes: Larger fruit remains limited; there are better supplies of the smaller fruit.

Oranges: Valencia are in good supply and quality remains good.

CUCUMBER

Mexico production is decreasing and will become limited as their season comes to an end. Georgia volume has increased along with demand allowing for the market to remain stable. Quality remains good.

LETTUCE

The cold and wet spring has passed and warmer temperatures in California are allowing for the crops to mature as designed. Harvest schedules are returning to normal and production has increased, shippers have good supplies. A new obstacle may lay ahead with Central Coast lettuce shippers having limited long-haul truck availability to move crops to the market. Concerns stem from the increasing production of melons, stone fruit and grapes. This could lead to a two month period of expensive freight rates which could curb the market.

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LEAF LETTUCE

Shippers are seeing ample supplies of good-quality Romaine, green leaf and red leaf from the Salinas Valley and Santa Maria. The market remains very reasonable and will hold near current levels heading into the week of June 21.

MELONS

Mexico has cleaned up for the season on **cantaloupe** but is going strong on **honeydew** with good supplies and quality. Desert melons are in full swing. Sizing is still peaking to 9's and sugar levels are very good. Melons are coming in from Arizona and California. Quality is good and the market is lower.

POTATOES & ONIONS

New crop Russets were expected to start this week in California but cooler than normal weather has pushed them back two weeks. Idaho shippers are trying to minimize the pending overlap of the old and new crops in August. Washington shippers are in a similar situation and expect new-crop supplies in mid- to late July. The industry will rely on Huron, CA, and New Mexico into August for **Onion** supplies. Huron experienced a cold and wet spring which has caused a late start and light yields. Huron shippers have said that yellow onion production levels will continue to roller-coaster over the next few weeks. Jumbo yellow onions over 3.5 inches in diameter vary between shippers and lots. California red volume should remain good into late June. New Mexico yellow production is improving and their red volume is expected to decrease next week. The availability of trucks is limited and beginning to affect the market.

STRAWBERRIES

Market is steady with good supplies out of California. Demand is light but will start to increase next week as the 4th of July pulls begin. Weather has been ideal and quality is good.

SQUASH

Baja supplies will continue to increase over the next couple of weeks. Rains in Georgia recently drove prices slightly higher this week and prices will remain steady.

TOMATOES

Supplies are ample and more continue to come online allowing for the market to remain at lower levels. Pricing looks to remain steady through June. Quality remains good.
