

Labatt **FOOD SERVICE** *Produce Department*

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MARKET REPORT: JULY 2, 2010

Great DEALS next week on Pineapple, Limes, Honeydew and Cantaloupe!

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 upper 60s through July 1, then rise into the low to mid-70s through July 6. Overnight lows will be in the low to mid-50s.

Huron, CA: Daytime highs will be in the mid-90s through July 3, then rise into the upper 90s to 100 degrees through July 6. Overnight lows will remain in the low 60s through July 3, then rise into the mid-60s through July 6.

Blythe, CA: Daytime highs will range from 107 to 113 through July 6. Overnight lows will be in the low 80s through July 1, then fall into the mid- 70s through July 6.

PRODUCE NEWS

APPLES/PEARS

Washington is still heavy on larger count premium grade reds, golds, and granny-smiths with the smaller counts in short supply. D'anjou pear supplies are lighter and the market remains strong as we near the end of the season. Most shippers only have large size US#1 grade fruit left and supplies will be diminished in the next week or two. The quality has been good. Expect prices to continue to climb through the end of the season. New crop California Bartletts will be available in late July.

AVOCADO

California harvest is steady with good supplies peaking on 48's. Mexico has slowed production.

BELL PEPPERS

Red and yellow bells are in extremely short supply until Bakersfield gets going the week of July 3rd. They are currently producing limited supplies of greens peaking on extra large and jumbos. The California desert season is quickly coming to an end and the high temperatures are starting to take a toll on the peppers. Supplies in the southeast are tight and Tennessee and the Carolinas are the only producers in the area at this time.

BROCCOLI, CAULIFLOWER and CELERY

The *broccoli* market is steady with supplies light to moderate through most shippers. Some suppliers are experiencing a planting gap on bunches and crowns. Quality is expected to be strong from all growers. *Cauliflower* market is steady with moderate supplies, similar to broccoli. Planting gaps are in forecasted. Santa Maria and Salinas are the two biggest producers at this time. *Celery* market remains steady as well with good quality. Oxnard will be finished soon leaving Salinas as the main supplier.

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CITRUS

Lemons: Prices have increased again on choice 140s and larger. The market is strong and expected to push higher in the near term to meet the heavy summer demand.

Limes: Smaller fruit is in better supply.

Oranges: The cold spring allowed the Valencia crop to gain additional size, and they are peaking on 88s followed by 72s, 113s and then 138s. The pack-out is 65-70 percent fancy and 30-35 percent choice. Quality is strong, and the juice content is high with Brix near 12. The market is expected to hold steady into early July. Central Valley temperatures, which recently reached 102 degrees, will bounce in the low to upper 90s through July 6. Sooner or later, the summer heat will arrive and cause re-greening.

CUCUMBERS

Demand is good. Baja production is steady. Some growers anticipate decreased supplies over the next week. Midwest and Eastern states are harvesting at a steady pace, quality has been good.

GRAPES

Mexico and California have red and green seedless grapes. The reds are flame seedless and are available with good volume. Greens are primarily Sugarones and the fruit is very nice.

ICEBERG LETTUCE

Quality remains strong from California's Central Coast. Shippers reduce their lettuce acreage 20-30 percent during July, August and September in anticipation of regional deals and diverted demand toward melons, grapes and stone fruits. A significant issue that continues to face Central Coast lettuce shippers is limited availability of long-haul trucks to move the crop to market. The market is expected to hold near current levels going into the week of July 5th.

LEAF LETTUCE

There has been little change. 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 early July. Regional deals and the pending truck shortage and will likely curb demand and influence the market.

MELONS

Blythe cantaloupe and honeydew seasons will continue to July 10. Temperatures in Blythe were late in reaching seasonal daytime highs near 110. Highs will range from 107 to 113 through July 6. Overnight lows just recently reached the 80s but will retreat to the 70s July 2-6. Quality is solid with good color and high netting. The market is expected to remain at very reasonable levels heading into the week of July 5. The Bakersfield season has been delayed nearly two weeks, and several growers had to re-plant acreage because of the wet spring conditions. The earliest Bakersfield shippers were hoping to break the first fields June 30 with more shippers entering the market July 5. The west side melon crop has also been delayed two weeks, and is expected to start July 12-15.

ONIONS

Shippers in California and New Mexico are in full swing. Buyers can purchase onions in either area with confidence. This allows buyers to compare one district to another on a delivered basis. Yellow colossal availability has improved, while super- colossal production remains well below normal. Red onion supplies are good, and whites are adequate. Areas of New Mexico received one-half inch to one inch of rain June 28. The chance of scattered thunderstorms and isolated rain continues through July 3. At least one major New Mexico shipper is gapping until Monday, July 5. Daytime highs in Huron will finally reach 100 degrees July 6. Washington state started its over-wintered crop on June 23. These onions have been in the field through the winter and spring. This is a long time for onions to be in the ground, which makes quality a possible concern. Receivers able and willing to buy over-wintered onions will equally offset the demand for direct seed onions in California and New Mexico. Washington will start direct seed onions in early to mid-August. The availability of trucks is very limited. Buyers are encouraged to load trucks as they become available.

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POTATOES

In one week, the Idaho russet market has reversed from excess to delays. The persistent cool temperatures in the West have pushed the pending arrival of new-crop Norkotahs from Aug. 4 to Aug. 12 or later. The threat of this delay also includes the increasing likelihood of undersized russets at least in the early stages of the new crop. Idaho shippers are seeing a recent and sudden increase in fresh-market demand. Washington state shippers have heavy supplies remain in storage, but the percentage worthy of the fresh market is below normal. Shippers are catering to their regional needs and are not aggressively competing with Idaho for business in the Midwest and East. Shippers are seeing continued strong demand from Canada, which has tightened the availability of 90s and 100s.

STRAWBERRIES

Salinas Valley season is in peak production, and will continue through July 10. Shippers expect a gradual reduction in supply beginning July 12, followed by large drop in August. Current quality is in peak-season form; the color is bright, berry counts are 14 to 18 per one-pound container, and the shelf life is excellent after arrival. A split market exists based on label and variety. The market is expected to hold fairly steady through July 10, then advance moderately anytime after July 12.

TOMATOES

East coast producing areas fob's seem to have stabilized from the upswing last week. There continues to be fewer supplies of the smaller sizes but overall there is plenty of fruit across the board. Cherry tomato production continues strong with good availability. We can expect to see pricing start to come down after the holiday pull for July 4th. Reports of quality are good to fair due to heat and rain.

