

Labatt **FOOD SERVICE** *Produce Department*

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MARKET REPORT: JULY 16, 2010

****MARKET ALERT** Garlic Market remains at higher levels and pricing is forecast to remain firm through the end of the year.**

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 low to mid-70s through July 18, then ease into the upper 60s. Overnight lows will be in the mid-50s.

Mendota, CA: Daytime highs will range from 100 to 104 through July 20, then ease into the mid- to upper 90s. Overnight lows will remain around 70 through July 20, then fall back into the mid-60s.

TRANSPORTATION

Truck availability has improved slightly and the recent strong upward trend in freight rates has stabilized. Rates are firm for most destinations, with carriers receiving the highest levels of compensation for shipments to the Northeast.

PRODUCE NEWS

APPLES AND PEARS

Prices are firm for late season storage crop Washington apples with steady availability for Red and Gold Delicious varieties. Supplies are declining for Fuji and Gala varieties.

BELL PEPPERS

Bakersfield harvest on **green bell peppers** is beginning its seasonal decline. Other districts in California are starting or will start next week. Demand is very good. **Red** and **Yellow bell peppers** are tight in supply, but *new crop* Bakersfield is starting with light volume. Expect steady volume by mid to end of next week.

BROCCOLI, CAULIFLOWER and CELERY

Broccoli availability is stronger with all suppliers. The quality is expected to be strong throughout the week in all of the growing areas. Cauliflower supplies are moderate with gaps in the forecast. The best availability is on twelve counts. Price fluctuations will continue to be seen throughout the summer amongst our different suppliers. The celery market is steady. Overall, smaller sizes continue to demand a higher price. The weights and quality of celery continue to be strong.

CITRUS

Lemons: Supplies and demand are good. Prices continue to be strong for 140's and smaller.

Limes: Good supplies on both sizes.

Oranges: No changes, we continue to stock Valencias.

GRAPES

Prices are firming on red seedless grapes with the season in Mexico quickly finishing. Plentiful availability continues for green seedless.

GREEN ONIONS

The **green onion** market is stronger. Pencil sizing continues to have the best availability followed by mediums. Quality issues have been minimal. Supplies will be lighter on iceless product as well.

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LETTUCE, ICEBERG & LEAF

The lettuce market is firm. The weather is a factor on weather, coupled with foggy mornings in the Salinas growing region. Mildew and burn are going to be seen randomly. Suppliers are cleaning up product as best they can. Other quality issues include pink ribbing, discoloration, and mechanical damage. **Roamine** supplies are a lighter compared to past weeks. This market is getting stronger. Green leaf is steady. Some mildew and tip burn continue to be seen upon arrival sporadically. Foggy, overcast mornings continue to be in the Salinas growing region. This will cause some mildew issues. Red discoloration will be seen in certain lots. Most shippers are having these issues.

MELONS

The Central Valley melon deal is off to a late and very slow start after the very cool spring and early summer. Bakersfield cantaloupe shippers are struggling to meet current demand. Shippers have said that several fields now scheduled for harvest had to be re-planted due to the spring rains. The Mendota (west side) season is also late, and shippers will not attempt to harvest until July 19. The Mendota crop will hopefully get a boost from the weather this coming weekend (July 17-18), which will reach 103 to 104 degrees. Hopefully, cantaloupe availability will be improved by July 21. Production should be fully corrected by the week of July 26 or Aug. 2.

ONIONS

Price strength and tight supply continues in the yellow onion market, with growers in New Mexico experiencing a gap in production. Many growers are moving into fields that will only produce small sizes; the market is expected to remain firm at current high levels for jumbo-sized yellow onions. The harvest is in full swing in the Central San Joaquin Valley, however much of this crop is shipped directly to local markets. High prices and tight market conditions will continue for yellow and red onions. The white onion market is steady.

POTATOES

Demand remains strong for Idaho Russet Burbank potatoes, there are stronger prices for the large size carton packed potatoes (70s & larger). The smaller sizes (80s, 90s & 100s) are priced more favorably. No. 2's are starting to rise in price also.

TOMATOES

Prices are advancing for all varieties of tomatoes as Baja California and Central California are now the primary growing areas. Demand has sharply increased for California Romas, rounds, grape and cherry tomatoes. Quality is very good for new crop gassed green tomatoes being shipped from Central California. Production is heavier to the large sizes.