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*** THE A & Z MARKET REPORT ***

A Weekly Produce Report for Our Produce Buyers

February 8, 2010



GENERAL OUTLOOK: A series of pacific storms will go through California again this week. Most western growing regions were hit with rain and cooler temperatures on Saturday with partial clearing beginning yesterday. Another storm is expected to hit the northern half of California tomorrow with clearing taking place Wednesday through Friday followed by another storm on Saturday. Most growers are hopeful that the spacing of the storms will still allow for sufficient harvesting especially the high demand Strawberries. The rains of two weeks ago followed by nice sunny weather in Imperial and Yuma Valleys have given a growth spurt to Lettuce and Leaf fields and driven market pricing to the floor.

*** TIGHT ITEMS ***



STRAWBERRIES: Heavy demand and limited supplies are keeping prices high. Oxnard growers got hit with 2.5" – 3" of rain over the weekend which will keep harvesters out of the fields Monday and possibly Tuesday. This will make this tight market even tighter as retailers and others scramble to get (good) supplies. Some growers harvested 'rain' fruit trying to take advantage of the high pricing. We continue to bring in the very best product. We anticipated the rains and have dry fruit on hand and will load again once fields dry out and quality increases to expected levels. Quality is superb and pricing is high.

GREEN BEANS: Limited Mexican plantings along with rain has made this a very tight an expensive vegetable.

WATERMELONS: Limited plantings along with hindering rains have tightened supplies and driven price up on both SEEDLESS as well as SEEDED varieties.

RASPBERRIES: Rains have also caused problems with harvesting over the last month. Since most winter fruit is grown under hoops it is not necessarily the wet weather that directly affects the fruit like a strawberry but the cool, cold weather that hinders fruit development and slows growth. This causes problems with harvesting schedules. Good fruit is available but remains very expensive. We are offering the premium 'DRISCOLL' label at this time.

*** PROMOTIONAL ITEMS ***

ASPARAGUS: Beautiful product from Mexico continues to arrive fresh. We are currently stocking the 11# LARGE and STANDARD sizes. The promotional opportunities right now are with the 28/1# SMALL size. Quality and flavor are superb. Call our sales staff to get updated promo pricing.

CELERY: This unusual long lasting tight market has finally crashed. Rains followed by days of sunshine have resulted in extra supplies. Plan on good, heavy packs and excellent quality.

C h e c k O u t A Z P r o d u c e . n e t f o r S o m e G r e a t R e c i p e s !

LETTUCE: A plethora of high quality Iceberg Lettuce is available this week at bottom end pricing.

LEAF LETTUCE: Quality reports from most areas are much improved. An ocean of supply is available at basement prices.

BELL PEPPERS: Temporary promotions remain on GOLDS, REDS, GREENS and ORANGE. Mix and match for a colorful display and take advantage of these current lower prices.

LITEHOUSE DRESSINGS/DIPS: Litehouse is offering a 'family line' promotion which means there is discount pricing on all products from DIPS to DRESSINGS. Call for details.

BROCCOLI: Good supplies continue to be available on both BUNCHED and CROWNS.

CAULIFLOWER: Good inventories remain and pricing is still in promotional ranges. Quality is superb and, we are offering both the 12ct and 16ct sizes. Call for pricing.

ZUCCHINI SQUASH: Excessive production has brought pricing to the floor.



GRAPES: The Chilean Grape market bottomed out early last week and is now on the way back up. The condition continues to be very nice. Pricing is for the most part a factor of size. The larger the size, the higher the price.

*** FRESH FRUITS & VEGETABLES ***

STONE FRUIT: Chilean PEACHES remain available with good quality being reported. Demand still exceeds supply on NECTARINES. Both RED and BLACK PLUMS are very limited but available. We continue to only bring fruit in on a pre-order basis so please be sure to contact a sales associate to get your order placed.

IDAHO RUSSETS: Still a can't miss promotional item. Keep in mind that we have growers packing the popular RED and GOLD (Yukon) varieties in 20# poly bags. Pricing is at promotional levels on the small bins (50 bags). Call our sales staff on these or any other count or pack size as all potatoes remain very affordable and promotional opportunities remain.



MURCOTT TANGERINES: New crop fruit is now available in convenient 5# mesh bags. These easy to peel, flavorful little tangerines have gained popularity over the last several years. Some markets call these 'honey' tangerines because of their sweet flavor. They are a small to medium sized fruit with a lovely aroma, some seeds, rich red flesh with juice that is honey sweet. The skin is yellow to orange and can be tinged with some green or russet coloration that doesn't have any effect on its quality. Call today to place an order.

DOLE BANANAS: Good supplies continue to be available from Ecuador. Color has been a concern as some shipments have had problems arriving on schedule. Book ahead to assure the color you need!

CARROTS: Recent rains have hampered sizing and production as growers have had to limit production. With better (drier) weather on the horizon it should help with sizing and more supplies. As usual, quality and size are the two key factors in this very stable market.

PEARS: BOSCH, RED and D'ANJOU PEARS are still selling well and are an attractively priced fruit item to feature this week.