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## \*\*\* THE A & Z MARKET REPORT \*\*\*

*A Weekly Produce Report for Our Produce Buyers*

March 1, 2010



**GENERAL OUTLOOK:** The Saturday earthquake in Chile has disrupted the balance of the Chilean fruit deal. Most of national news coverage focuses on the damage in the Santiago region, but the devastation is much worse in the South. Significant infrastructure has been damaged. Main bridges have collapsed and highways have been destroyed which will cause severe logistical problems over the next six months--at least. Information concerning the conditions of the ports is unclear at this time, although some smaller ports are already up and running. The long term effects of this huge quake (500 times more powerful than the one in Haiti) remains to be determined, but it is clear that this supply disruption will force pricing higher in the short term.

### \*\*\* TIGHT ITEMS \*\*\*



**DRY ONIONS:** Pricing has shot through the roof over the last ten days as foul weather throughout Mexico and Texas continues to limit growing/harvesting efforts and supplies. Little or no volume is coming from Mexico while our own, Utah growers, are all but done. Texas will be late in starting their harvest due to weather related concerns too. WHITES are the highest that we have seen in decades with no relief in sight. YELLOWS and REDS continue to move upward in pricing, and no relief is in sight. So be prepared for a volatile and crazy market.

**MELONS:** The market on all Melons is tight and very active. Storms in Mexico continue to pound the WATERMELON growing regions. CANTALOUPEs and HONEYDEWS from Honduras and Costa Rica are limited and expensive.

**CAULIFLOWER:** Light supplies are expected over the next few weeks which will keep prices high. We continue to focus on product from the desert growing districts where the amount of rain has been minimal and the damage less.

**CUCUMBERS:** Mexican supplies are down as some growers are transitioning from old to new fields. Prices are higher.

**GRAPES:** An already extremely tight market situation has been complicated by the disruption caused by the earthquake. We will report updates as they come. For now, pricing is already high and is only expected to go higher on few supplies.

**FANCY BERRIES:** Rains throughout Mexico have limited berry supplies. BLACKS and RASPS are very tight and expensive. BLUES are doing better with consistent arrivals hitting the coast via container ship and air freight. Quality on all three varieties is being reported as good.

**STONE FRUIT:** Demand still exceeds supply on NECTARINES with limited volume available on PEACHES and PLUMS. With the current devastation faced by Chilean growers and exporters, supplies will be much tighter and pricing much higher on what is available.

**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 !**

\*\*\* **PROMOTIONAL ITEMS** \*\*\*



**BROCCOLI**: Although the volume of BUNCHEd is still good, CROWN supplies have become very short and higher priced! Look to promote the BUNCHEd this week on good quality supplies.

**AVOCADOS**: Good supplies of HASS continue to be available from Mexico and California as well as good storage supplies already in the USA from Chile. As the Chilean season comes to an end (95% harvested before the quake) pricing will be reassessed. But for now, all sizes are promotable as well as GREENSKIN fruit from California. Call for pricing.

**POTATOES**: There continues to be a 'glut' of spuds in Idaho and now with 'Potato Lovers Month' promotions over, most sheds will be looking to move some extra volume. Quality remains good on all size packs of russets, and prices are low.

**CARROTS**: Grimway Farms continues to offer the best deal on 1#, 2# and 5# CELLO pack carrots. The quality has been outstanding and promotional opportunities continue to be available. Bolthouse Farms is the promotional choice for 1# and 2# MINI carrots. Call for our sales staff for information and pricing on both packs.

**ASPARAGUS**: The market is still on the floor due to the basic rules of supply and demand. Take advantage of the season low pricing that we are now seeing. Product is fresh and very nice. Call our sales office for ad pricing.

**GREEN BELL PEPPERS**: We have a temporary promotional opportunity on a 4/6ct. premium green bell. Call for pricing

**CELLO MUSHROOMS**: Promotional opportunities are readily available on both the 12/8oz. WHOLE CELLO and the SLICED packs. We continue to get good supplies from both DOLE and MONTEREY.

**ROMAINE HEARTS**: A temporary promotional opportunity on a 6/6ct. premium pack exists. Call for pricing and details.

**CELERY**: Good supplies continue to be available on heavy, good colored packs. Call for pricing.



**GOLDEN PINEAPPLE**: Excellent supplies of 'GOLDEN' fruit are now available. We are stocking both the Tropicana and the Chiquita labels in 5/6ct sizing. Shell color, flavor and pricing have been outstanding. Call today to line up your next pineapple promotion.

\*\*\* **FRESH FRUITS & VEGETABLES** \*\*\*

**LIMES**: Rains in Mexico continue to delay harvesting. Limited supplies are pushing prices slightly higher. Quality remains very good.

**STRAWBERRIES**: Oxnard received over an inch of rain last weekend and Mexican growing areas were also hit with moisture. There is a lot of fruit on the plants and 7-10 days of warm, sunny, dry weather would turn this into a real promotional market in a hurry. Quality and color has been good on supplies being harvested. We currently have big, 'dry' fruit with good color.