

Clifton C. Clark
Jay D. Clark
Steven D. Clark
Scott D. Clark
Jeff Clark
Ryan Clark
Spencer Clark
Bret Pace



Phone: (801) 359-2081
Fax Phone (801) 532-3859
sales@azproduce.net
www.azproduce.net

366 West 5th South ♦ P.O. Box 1782 ♦ Salt Lake City, Utah ♦ 84110-1782

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

A Weekly Produce Report for Our Produce Buyers

July 05, 2010



GENERAL OUTLOOK: Typical dry summer type weather is forecast for this week to the delight of most growers. Temperatures are still a little cooler than normal which is slowing plant and Berry production from the Salinas/Watsonville growing region. Cantaloupes from Imperial Valley have another good week of production before volume starts winding down. The Bakersfield region should start next week and will be followed by production from the Central, San Joaquin Valley of California. Peaches and Nectarines are in full production with deals available in the VF packs. Transportation continues to be a factor since volume from California/Arizona is at an annual high through the month of July. The only way to insure more than the normal numbers of trucks is to offer more money for extra trucks. This is only a temporary situation that will last for another month.

*** TIGHT ITEMS ***



RED FLAME GRAPES: The Mexican Flame harvest is nearing an end. Since we are two weeks away from new Bakersfield supplies, Flame volume will tighten up over the next two weeks. On the other hand, Green Sugarones continue in good supply at promotional pricing.

ICEBERG LETTUCE: Expected reduced summer plantings coupled with less than desired yields have tightened the Iceberg market and pushed pricing above the \$20 level.

COLORED BELL PEPPERS: We are in a transition gap with the Coachella region finishing while Baja and Bakersfield are slow in filling the gap. Less volume and higher pricing are expected for the next few weeks.

ASPARAGUS: California is all but finished on all packs. Only limited volume remains from Mexico and Peru.

CUCUMBERS: Mainland Mexico is nearly finished while Baja, Mexico hasn't filled the gap. Prices are higher on limited supplies.

*** PROMOTIONAL ITEMS ***



HONEYDEWS: Mexico, Arizona and California are all producing, with pricing near the floor.

CANTALOUPE: The "Buyer's Market" continues this week. Flavor, price and volume are all ideal for promotional opportunities.

Check Out AZProduce.net for Some Great Recipes!

NECTARINES/PEACHES: An explosion of supply especially in the 64 VF packs of both varieties has pushed pricing to the floor. Deals are available in all packs as shippers work to keep inventories clean.

SEEDLESS WATERMELONS: Texas, Arizona and California are all producing. Volume pricing on multiple bins is available. Call for pricing.

ROMA/CLUSTER TOMATOES: Good volume of both varieties continues at promotional pricing.

BEEF STEAK TOMATOES: Great values in 4X4 Tomatoes continue. There won't be a better time to promote beautiful and big Beef Steak toms.

LEAF VARIETIES: Good supplies of Red, Green and Romaine continue again this week.

*** FRESH FRUITS & VEGETABLES ***



BROCCOLI: This market has stabilized at current levels on both bunched and crowns.

CAULIFLOWER: Supplies are a little tighter compared to a week ago which has pushed prices a little higher.

HASS AVOCADOS: Peak sizing is now with the 48 size. The 70 size pack remains tight because shippers were successful in getting large national chain stores to switch to the popular 70 size. 70 size pricing will only go higher as the summer progresses since the fruit continues to slowly increase in size.

ORANGES: California Navels continue again this week. One major shipper reported that there will still be three more weeks of good Navel supplies.

GREEN BELL PEPPERS: Bakersfield production is picking up steam as well as production from Central San Joaquin. Pricing is easing downward.

Check Out Our Recipes on AZProduce.net

CITRUS AVOCADO SALAD



- 1 Large Grapefruit
- 1 Large Orange Or 2 Mandarins
- 2 Tablespoons Each Lemon Juice And Salad Oil
- Butter Lettuce Leaves
- 1 Large Ripe Avocado
- 1/3 Cup Chopped Salted Cashews Or Peanuts

Using A Sharp Knife, Cut Peel And All White Membrane From Grapefruit And Orange. Holding Fruit Over A Bowl To Catch Juice, Cut Sections Free And Drop Into Bowl. Add Lemon Juice And Oil, Mix Gently, Cover, And Refrigerate For At Least 1 Hour Or Up To 4 Hours.

Just Before Serving, Arrange Lettuce On 4 Individual Plates. Pit, Peel, And Slice Avocado And Arrange Equally On Lettuce, Then Top Evenly With Citrus Mixture And Juices; Sprinkle With Cashews. Makes 4 Servings.