

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 12, 2010



**GENERAL OUTLOOK:** Fairly typical summer weather will continue again this week throughout the western growing regions. Coastal growing areas in Santa Maria and Salinas will experience cool daytime temperatures in the mid to high 60s while the inner valleys (near Bakersfield and Fresno) will experience daytime temperatures near 100 degrees. Extreme heat throughout the country--especially on the East Coast--is causing problems for local growers, and more interest has shifted to California for supplies. A lot of market adjusting took place last week as many shippers lowered pricing to stimulate more product movement. More deals are expected again this week.

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



**COLORED BELL PEPPERS:** Coachella, CA and Baja, Mexico have finished while new production from Bakersfield is still a week off. Prices are higher on limited supplies.

**GREEN BELL PEPPERS:** Coachella has finished and Bakersfield new production hasn't filled the gap. Prices are higher and will be for at least for another week.

**CANTALOUPE:** Supplies are tightening as we begin transitioning to the new growing regions in the San Joaquin Valley. Most supplies this week will still be from Southern California as well as Western Arizona --although pricing is stronger. A decrease in overall volume is forcing the higher pricing.

**ICEBERG LETTUCE:** lower yields because of cooler temperatures in the coastal growing areas and increased summer demand are forcing pricing higher. We expect tight market conditions for much of the summer.

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



**STONE FRUIT:** CHERRIES, PEACHES, NECTARINES, PLUMS and APRICOTS are all available this week at reasonable pricing. Peaches and Nectarines are especially attractive. Call for details.

**GRAPES:** Cooler weather in June and July has slowed growth and given most California growing districts a late start. Mexican Grapes are still the better value again this week. However, the California Grape Commission is projecting a record crop for this season, but we are still a few weeks away from any significant volume. Grape quality out of Mexico is still very good! We are a week away from shifting to California for supplies. Both RED and GREEN SEEDLESS from Mexico are available at promotional pricing this week.

**BROCCOLI:** Both BUNCH and CROWN packs are available at promotional pricing. Some growers are still experiencing problems with planting gaps, but the overall supply picture continues to improve.

**Check Out AZProduce.net for Some Great Recipes!**

**CAULIFLOWER:** Increasing supplies are lowering market pricing. Salinas as well as Santa Maria continue to be the major growing regions. The quality is very nice.

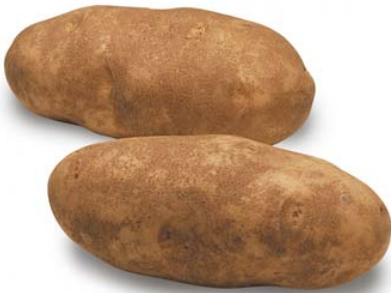
**CELERY:** Oxnard is finished and supplies from Salinas and Santa Maria are improving. Prices are lower.

**CARROTS:** Cello packs are in good supply and lower priced. Mini peeled packs continue to remain steady at current price levels.

**HONEYDEWS:** Good supplies from Mexico, Arizona and California are keeping prices low. The best value continues to be with the popular 5-size.

**LIMES:** Prices are about as low as we have seen recently. With the lemon market starting to climb, high quality Mexican limes are a great value.

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



**POTATOES:** Idaho RUSSETS are rising in price! There are normal amounts of storage supplies left, but the new crop NORKOTAHS are about 2 or 3 weeks behind schedule. Cold and wet weather this spring is the cause. Poly 5-lb. and 10-lb. bags will be impacted the most as shippers try to stretch their remaining supplies an extra three weeks. Count baker prices are slowly increasing too. The California RED market is stronger while the YELLOW YUKON GOLD market is stable.

**ORANGES:** There is only a week or two left until the end of the California NAVEL season. The higher pricing reflects the new excellent quality late variety. We should have enough Navels to take us up to the 24th of July. Smaller VALENCIAS are available too.

**BANANAS:** Dole imports from Ecuador have stabilized for now. However, with eight active volcanoes in this small country, things can change in a hurry.

**DRY ONIONS:** The best product is coming from California and Washington. Prices are stable on YELLOWS and WHITES, but RED pricing is decreasing. Quality is good with nice set skins, shaping and color. Walla Walla, WA stickered Yellow SWEETS are now available in 40-lb. boxes.

**POTATOES:** Idaho RUSSETS are rising in price! There are normal amounts of storage supplies left, but the new crop NORKOTAHS are about 2 or 3 weeks behind schedule. Cold and wet weather this spring is the cause. Poly 5-lb. and 10-lb. bags will be impacted the most as shippers try to stretch their remaining supplies an extra three weeks. Count baker prices are slowly increasing too. The California RED market is stronger while the YELLOW YUKON GOLD market is stable.

**\*\*\***

**A&Z PRODUCE** continues to refrigerate all of our fruit and vegetables in one of our 25 individually controlled, food safety inspected storage coolers.