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

*A Weekly Produce Report for Our Produce Buyers*

July 26, 2010



**GENERAL OUTLOOK:** Post holiday market adjusting is taking place this week as pricing adjusts to the lower demand. Local gardens are also beginning to produce which also signals a gradual decrease in demand that will carry over into fall. Although we expect a decrease in total dollar retail sales over the next several months, there will still be many profit opportunities that will develop with little notice throughout the remainder of the summer. We will keep you updated as promotional deals become available.

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



**ORANGES:** We have in our last load of Late California NAVELS. Quality is excellent but supplies are limited, so buy accordingly. Much higher priced, imported Navels will be available later in the summer. California VALENCIAS are available too and are showing good sugar content.

**ASPARAGUS:** This market is VERY ACTIVE and VERY EXPENSIVE! Domestic production is all but finished with Washington state not even being a player this year. Rains and winds in Mexico have limited their production and cold, wet weather has hindered production in Central and South America. Prices will remain extremely high on short inventory because very little relief is expected over the next few weeks.

**RASPBERRIES:** Good demand and light supplies are keeping this market very tight and expensive. We continue to stock both a shipper label and the premium DRISCOLL label. The second flush or higher production period is still a few weeks away. Once this hits there will be a plethora of fruit and promotional opportunities. We will keep you posted.



**CHERRIES:** This season is rapidly coming to an end. Idaho has finished, and Washington will finish this week. With our recent hot temperatures, local production is almost over. Late season Montana fruit will probably not be a factor again this year as their crop is also smaller than normal and most of their supplies will stay within the state.

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

**BROCCOLI:** Good supplies and light demand have pulled prices to the floor. Promotional pricing on both BUNCH and CROWN packs will not get better than right now.

**CAULIFLOWER:** Although this market is not as soft as the Broccoli market, it is not very far off the floor either. Quality is good, and deals are available from many shippers.

**LEAF LETTUCES:** RED and GREEN LEAF are in very good supply. ROMAINE is not quite as abundant, and so is priced a little higher. Quality is nice.

**ICEBERG LETTUCE:** The lack of demand across the country is the only reason why pricing has dropped. Regional growing deals around the country are having just a temporary effect on this market.

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**STRAWBERRIES:** California harvest peaked during the first week of June when 7.6 million flats were shipped. Current production is still over 5 million flats per week with some shippers heavier than others. Deals are sporadic, but still available.

**CELERY:** Oxnard has finished, but Santa Maria and Salinas are in full production. Volume continues to peak on the 24-size which is the best value.

**MINI WATERMELONS:** Good supplies on these increasingly popular melons makes them a 'can't miss' promotional opportunity. Several large growers are starting to offer 'hot' pricing. There will be a promotional deal for the weekend so stay tuned!

**SEEDLESS GRAPES:** Central California has taken over as the main producing area since Mexico and Coachella, California finished. Condition is good in all packs with price being a factor of size. Promotional deals are available. Call for details.

**STONE FRUIT:** Good supplies of Peaches, Nectarines and Plums are keeping pricing within promotional parameters. Apricots are nearly finished.

**HONEYDEWS:** Good supplies from Huron, California are keeping this market soft.



**LITE HOUSE DIPS & DRESSINGS:** A 'family ad' starts this week which makes all packs and sizes available at promotional pricing. Call for details and pricing.

**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 and an exceptional promotional opportunity.

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

**BELL PEPPERS:** GREEN pricing will remain steady this week but is expected to begin decreasing soon because northern districts are about to start. On the other hand, RED Bells are increasing in supply and this market is adjusting downward in pricing. YELLOW/GOLD Bells are steady.

**ZUCCHINI & YELLOW SQUASHES:** New fields in California have started as well as local production. Since local growers have not established approved food safety practices, we will continue to bring product in from out of state growers.

**PEARS:** New crop BARTLETTS have started in California. Quality is superb!



**HASS AVOCADOS:** California is the main HASS player right now. We expect supplies to continue to be a little on the light side--so prices will gradually increase. Sizing has finally improved, and the 48-size is now the peak size. The new Lamb Hass variety (developed in 1985) has started too. Although similar to the traditional Hass variety, oil content (flavor) will not be as good

**BLACKBERRIES & BLUEBERRIES:** Consistent supplies of both continue to be available from California, Oregon and Canada. Quality on both remains very nice. On BLUES both the 6oz and Pint clamshells are available.

**SEEDLESS WATERMELONS:** Fair supplies from Texas, Arizona, California and Washington continue to be available. Arizona is all but finished and Texas is winding down. Washington is slow in starting and our own local (Utah) growers are still a couple of weeks away from offering anything leaving the bulk of production coming from California. Quality is superb and pricing is stable at current levels.

**MANGOS:** Good supplies on all sizes continue to be available from Mexico. Quality is superb!