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

A Weekly Produce Report for Our Produce Buyers

August 9, 2010



GENERAL OUTLOOK: There are plenty of CANTALOPES and HONEYDEWS being harvested now to keep prices down. The eating quality has been superb. Prices should stay on the low side this week, so now is the time to promote. LEAF LETTUCES (GREEN, RED and ROMAINE) are higher as well as CELLO and LINER ICEBERG due to increased demand but fewer supplies. Some marketers are predicting much higher prices by the weekend. SEEDLESS GRAPES are transitioning from the green SUGARONE variety to the THOMPSON variety. Plenty of RED FLAMES remain to be harvested. PEACHES continue to be a special value this season and promotional NECTARINES in either volume-fill or place packs are now available. BUNCH and CROWN BROCCOLI, CAULIFLOWER and GREEN CABBAGE are plentiful and low priced.

*** TIGHT ITEMS ***



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 growth in Central and South America. Prices will remain extremely high on short inventories with very little relief expected over the next few weeks.

POTATOES: Idaho continues to peak on smaller size, storage cartons--but the market is higher again due to strong demand. The Idaho RUSSET market will remain strong for the balance of the season. Colorado is finishing with their old crop, waiting for new production to start. Washington has started harvesting in a small way, and the market is very firm due to strong demand. California has finished packing russets but continues to pack colored potatoes. Production has switched from Bakersfield to Stockton.

CHERRIES: This season is now over! The highly anticipated Utah crop came and went in a flurry. Less than expected production and our recent hot temperatures insured a short season.

PEARL ONIONS: Local product is non-existent and California has little to offer. What is available is very, very expensive on tight supplies.



LIMES: Smaller sizes are beginning to tighten up and prices are starting to climb due to recent heavy rains in the growing areas throughout Mexico.

*** PROMOTIONAL ITEMS ***

MINI WATERMELONS: Our grower is sending us a shot of 8/9 count fruit for a 'hot' weekend promotion. Both ½ pallet and pallet promotional opportunities are available. Call for details.

Check Out AZProduce.net for Some Great Recipes!



SEEDLESS WATERMELONS: Good supplies from California continue to be available. Fruit is firm and sizing is consistent in a 45 count bin. Multiple bin pricing is the way to go. Call for details.

CELERY: Product is in a promotional position for the next ten days. Good supplies from all areas and weights are heavy.

BROCCOLI: This market remains low on both BUNCH and CROWNS. Look to promote!

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.

PLUOTS: California harvesting has finally begun. We are stocking at least five of the most popular varieties in a large size, two layer pack. These varieties are: Dinosaur Egg (Dapple Dandy), Midnight Sweet, Candy Stripe, Honeysuckle and Mango Tango. *DID YOU KNOW:* A **pluot** is a trade name for varieties of plumcot developed in the late 20th century by Floyd Zaiger, a California biologist most noted for his work in fruit genetics. It is a complex cross hybrid of plum and apricot, exhibiting more plum-like traits. "Pluot" is a registered trademark of Zaiger Genetics.

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



NECTARINES: New crop fruit has beautiful color and excellent size. We have promotional opportunities on large size in trays and smaller sizes in volume fill packs. Call for details.

PEACHES: Good supplies from California continue to be available at HEAVILY DISCOUNTED price levels. We are currently stocking large tray and smaller volume fill fruit. Quality has been excellent.

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

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

STRAWBERRIES: Quality continues to be 'just fair' due to cool, wet mornings in the growing areas. A week of warm, dry weather would do wonders. Demand is still good.

RASPBERRIES: Light supplies continue due to foggy, cool mornings. Growers are reporting an abundance of fruit on the plants. There should be lots of berries for sale once the sun shines and things warm up. Hopefully the 'second bloom' happens sooner rather than later as most retailers are anxious to promote. We will keep you posted.

BLACKBERRIES: Supplies remain steady. Due to weather related issues, some fruit is arriving with 'wet pads' and other concerns. However, overall quality is good except for some slight moisture.

BLUEBERRIES: Fruit continues to be available from Oregon, British Columbia and Michigan with good quality coming from all areas.

DRY ONIONS: California is cleaning up. We can expect prices to remain steady into the coming weeks. Look for Washington and other areas to start harvesting in the next several weeks.