

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

August 16, 2010



GENERAL OUTLOOK: Local gardens continue to impact retail sales. Keep in mind this is happening all around the country at this time of year and usually continues until a solid freeze knocks out the gardens. Weather this week throughout the western growing regions continues to be typical late summer weather and will only contribute to increased production and lower prices. Even with the downturn in retail business, we still are sourcing deals that will help increase your profit potential so don't hesitate to call our sales office.

*** TIGHT ITEMS ***



ICEBERG & LEAF LETTUCE: Mildew and tip burn have been the problems on all varieties of Lettuce from the Salinas valley. Cool and foggy mornings are the cause of mildew while the afternoon sun is the culprit for the sunburn. No change in sight for at least another week.

CUCUMBERS: Limited supplies from domestic as well as Mexican growing regions are keeping this market very active and expensive. No change is expected until Washington starts.

ASPARAGUS: This market continues to be firm on all sizes. Supplies continue to be very tight on the jumbo size. Harvesting crews throughout Mexico continue to have problems due to past heavy rainfalls in the growing regions. Peru has had cold weather issues that have kept production at a minimum. No change expected for the next ten days.

*** PROMOTIONAL ITEMS ***



GRAPES: The California harvest is in full swing with great production of RED, GREEN and BLACK varieties. Price is a factor of size. We will continue to carry and stock high quality fruit so call us for promotional pricing.

LEMONS: Good supplies of fancy grade smaller 140ct size fruit is available at promotional levels. We are also stocking an 18/2# mesh bag that is available at promotional levels. Call for pricing and details.

HASS AVOCADOS: Hot summer temperatures are maturing the fruit and forcing growers to harvest now rather than waiting for a stronger market. Therefore, markets are softer and pricing is lower. California has harvested about 65% of their record crop. The first Chilean vessels are scheduled to arrive in California in med September which will only keep pricing low.

CELERY: No demand and good supplies are the reason for the lower pricing. Quality remains excellent and now is the time to promote.

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KIWI: Chilean Kiwi is very plentiful and very reasonably priced. New Zealand Kiwi is also available in 6/3# clamshells at promotional pricing. Call for details and pricing.

ORANGES: VALENCIA eating quality is at a season peak. The hot summer temperatures in the central growing areas are causing re-greening in some lots. CHILEAN NAVELS have started and we will have product available this week.

CANTALOUPE: California, Colorado as well as local melons are in heavy supply. Prices are low and quality is high from all areas. Unfortunately, demand is limited which has forced pricing to the floor as growers struggle to move supplies.

HONEYDEWS: This market has a little life to it and is not as flat as the Cantaloupe market. However, pricing is still close to the bottom which is making 'DEWS' a great promotional consideration.

PEACHES: Heavy production has turned this market into a loser for the growers. Too much fruit can result in a loss and this is how the Peach market has been all season. This is a good example where Mother Nature has been too good to the farmer...so good that the harvest of the finest quality Peaches is turning into a financial disaster for the grower. Quality is superb on all sizes and pricing is on the floor.

BROCCOLI & CAULIFLOWER: Great production and soft demand has these two markets sitting on the floor. This is a great opportunity to promote both varieties.

RASPBERRIES: Volumes are increasing and promotional opportunities are starting to come about. Good production from Watsonville/Salinas area. Several days of warm, sunny weather will force production through the roof which will cause pricing to drop to the floor. We will keep you posted.

*** FRESH FRUITS & VEGETABLES ***



COLORED BELL PEPPERS: Good supplies of REDS and GOLDS are available in 25# packs at reason pricing. ORANGE bells continue to be limited to a few Hot House packs and are very, very expensive

GREEN BELL PEPPERS: Good supplies from new fields in the San Joaquin valley are softening the market, and this trend is expected to continue over the next several weeks. Lower prices are expected.

STRAWBERRIES: Weekly volume continues to decline and pricing will continue to inch upward. Damp, foggy days continue to hinder production. Looks like this trend will be normal from here on out.

BLUEBERRIES: Cool, rainy weather in the Northwest continues to be a problem. Production continues from BC Canada and Oregon. Quality has been exceptional in both the 6oz and pint containers.