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

A Weekly Produce Report for Our Produce Buyers

August 23, 2010



GENERAL OUTLOOK: Most of our product is currently coming from California's Central Coast as well as the California San Joaquin Valley. Typical summer time weather is expected this week although temperatures will be slightly cooler because of the heavy marine inversion layer that is socking in the California Coast. This has been a problem for most of the summer and has contributed to the reasons why many crops have been delayed several weeks. Cooler weather and morning fog all throughout the westerns growing regions has delayed most crops by several weeks. The cooler weather has also affected the Idaho Potato harvest. Nice weather conditions this week will allow growers uninterrupted harvest conditions which also will help to keep prices low and coolers full.

*** TIGHT ITEMS ***



CUCUMBERS: Baja, Mexico production continues to decrease causing higher pricing. We don't expect relief for another three weeks when new fields start.

ORANGE BELL PEPPERS: Limited import volume on HOT HOUSE product continues to keep pricing at higher than normal levels. No relief expected until field harvesting starts in about three weeks.

ASPARAGUS: Much the same as has been reported the last several weeks. Limited volume from Peru and Mexico continue to keep prices on the roof. No relief in sight. Product quality continues to be good.

ICEBERG LETTUCE: Cool, damp mornings have limited plant growth and production. Mildew has also been a concern, but growers are trying to keep product as clean as possible. Decreased volume spells higher prices on quality product.

MESCLIN (SPRING) MIX: This item is not tight, but there is quality concerns that need to be noted. With the cool, damp weather that California growers are seeing it is difficult to blend 8-12 different varieties of baby lettuces together with some concerns. We continue to bring in product fresh but regardless of your source you will see shortened shelf life. Buy only for need and stay fresh as holding power is almost nonexistent.

*** PROMOTIONAL ITEMS ***



RASPBERRIES: The 'second bloom' that we have all been anticipating has never really materialized in the fashion we expected but there are still inexpensive, high quality fruit to be had at promotional levels. Call for pricing.

CELERY: Good supplies and quality on all brands coupled with weak demand equals continued lower prices.

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STRAWBERRIES: Demand is almost non-existent and with warmer temperatures the last couple of days production has almost doubled. It won't take much for the national market to eat up the extra volume, but for a very short window growers are looking to our market to move extra volume. Call for quantity discounts on good, promotional fruit. Pricing won't last for long so call today!

CANTALOUPE & HONEYDEWS: Recent light demand and heavy production have made for a very soft market. Lower prices are hopeful to stimulate demand. We expect low-end prices this week followed by an increase in demand and slightly higher prices next week. NOW IS THE TIME TO PROMOTE! Call for pricing on several sizes.

GREEN PEPPERS: New production from fields in Central and northern San Joaquin means lower prices. Volume is expected to increase over the next week. We continue to offer the large size and pricing is set at promotional levels.

RED & GOLD BELL PEPPERS: Volume is increasing, and pricing is slipping on both colors. Think about running REDS, GOLDS and GREENS on an upcoming in-store promotion. Quality is outstanding.

GRAPES: There are plenty of nice quality RED, GREEN and BLACK varieties. There will not be any better time to promote than right now. The one to really push is the LARGE GREEN SEEDLESS. Our premium shipper is working with us on moving volume and pricing has not been lower all year on outstanding large sized fruit. Both ½ pallet plus deals are the way to go. Call today to line something up.

BROCCOLI: There is a plethora of BUNCHED and CROWN packs to keep on this week's promotional list. Quality is superb and reports indicate harvest schedules will remain strong and pricing low.

CAULIFLOWER: Limited demand along with good supplies are keeping prices down. It wouldn't take much of a spike in demand to shoot prices upward, but nothing is expected this week so now is the time to promote this popular vegetable.

ORANGES: Summer VALENCIAS are at their best flavor right now. Summer heat has caused some re-greening which doesn't affect ripeness or flavor. Pricing will not get any better than now. New crop NAVELS are also available for a more expensive and nicer looking orange.

*** FRESH FRUITS & VEGETABLES ***



STONE FRUITS: We are transitioning this week to IDAHO and UTAH PEACHES. NECTARINES and PLUMS are still coming from California. Promotional opportunity still abound with RED PLUMS. Call for pricing.

CARROTS: Steady Eddy! Nothing has changed in these markets. Quality and pricing remain the same.

AVOCADOS: The California HASS crop is about 70% harvested and sizing is peaking at the larger 48 size. Shippers are slowing the harvest to stretch out supplies through September when imports from Mexico and Chile are expected to arrive. Prices are higher on all sizes.

LEAF LETTUCE: Mildew and tip burn continue to be issues again this week. This growing area is experiencing a high level of fog in the mornings which is resulting into mildew. Shippers are trying to clean up the heads before packing, but they can't get it all.