



Market Report

Volume 9 - Week 29

July 18 - 24, 2010

Watermelons

Watermelons will be tighter this week with increased pricing. We are currently in a transitional period, and supplies are very light. Delaware and Indiana will be slow to start, but are anticipating to begin harvesting by midweek. Look for sizing to be on the big side with the best volume on 36's and 45's. We also have seedless sugar babies available. These arrived in excellent condition.

Melons

Bin Athena Cantaloupe: Local Lancaster County cantaloupes will be in good supply this week. Our local growers, Lester and Joseph Weaver will have good supplies, but most fruit will be in the 100 to 120-count size. Look for volumes to only improve over the upcoming weeks.

Cantaloupe & Honeydew: The start of new fruit from Fresno and Turlock area was postponed last week and will not ship until mid-week. This postponement pushed pricing upwards on the fruit that is currently available.

Stone Fruit

Yellow Peaches: There is a good volume of yellow peaches available from both the East and West Coast. South Carolina, New Jersey and Pennsylvania are all ready to begin harvesting this week. South Carolina has the best price on the market at \$2-\$3 dollars lower than New Jersey and this fruit is **FANTASTIC!**

Nectarines: Yellow nectarines are at peak volume right now. This fruit has high color, amazing flavor and larger sizing. White nectarines are also available and can be added to your display to show a nice variety in your produce department.

Plums: Right now is peak season for plums. Friar plums will begin this week and will carry the season through until Angelino plums are available. Pricing has been aggressive on the 50 & 60 sizes, but if you can sell the slightly smaller size fruit, that is where the deals are.

Cherries: This week suppliers are falling short on available product, so there will be a brief gap in supply. The shortage may not be felt until the end of the week and pricing is on the rise.



Grapes

This week the transition begins from the 18 pound Mexican and Coachella, California grapes to the 19 pound box from the Arvin/Bakersfield region. The first arrival of Sugarone and Flame grapes will arrive in a few days and pricing is expected to be on the high side, but these grapes will be well worth it.



Berries

Strawberries: Unlike most years, berry supplies are not steady here in July due to cooler temperatures in California. Fruit quality is great during this time of year, but promotions will end early. The market is steady, however Driscoll is set to increase their price next week, which will allow off label shippers to do the same. All signs are pointing to a glut of fruit in late August due to Oxnard's fall crop coming on early.

Raspberries: Raspberry production has slowed down because of the cooler weather and prorates are in effect. Supplies will be limited during the next several weeks.

Blackberries: This berry is in peak supply. There are great promotional opportunities and the price is right.

Blueberries: Good supplies of blueberries are starting to come out of the Pacific Northwest. Limited supplies are available from Michigan and New Jersey. There are still great promotional opportunities available on these berries during the next week.



Broccoli

Good supplies of broccoli are currently available. The fields are yielding more bunch cuts than crown cuts so better deals are available on bunch 14's and 18's. Production out of Maine is in full swing, however there is no significant savings to buying from the East Coast yet.

Cauliflower

Prices will continue to decrease to end of the week due to light demand for product out of California. Canadian bikini cut and cello wrap are now also available.

Market Report

Asparagus

Demand for asparagus is strong and supplies are limited. Market prices have continued to rise this past week as minimal amounts of product arrived from Mexico and Peru. The market will stay strong for at least the next ten days.

Cucumbers



The market is coming off as product out of the Midwest is sizing heavy to Super selects. Now is the time to take advantage of the drop in the market and set up displays for the spot deal. Product is also available out of New Jersey and Virginia.

Celery

The market is expected to remain flat this week. The demand for celery is soft and freight pricing is high. Product out of Canada and Michigan is available as a cheaper alternative due to freight savings.

Green Bell Peppers

The local season is upon us. Product is shipping out of New Jersey, Delaware and Pennsylvania as growers are crown picking. Market prices are slightly higher than we are use to seeing because growers had to strip some fruit due to the extreme heat scalding some of the plants outer product. Look for prices to come off as all growing regions get going with better volume.



Colored Bell Peppers

Red bell peppers pricing is still very high because of the current significant gap in harvest. Product out of Coachella is done and the Bakersfield area has started harvesting limited volumes this week. Volume is expected to increase daily next week and quality is predicted to be good. Look for Canadian hothouse prices to follow suit and come off with the field market.

Leaf Lettuce

Leaf lettuces are available for shipping out of California and Canada. The romaine and green leaf markets are expected to gain strength during the next week because of an increase in demand from the East Coast due to quality issues out of Canada. Overall quality is good with occasional windburn on the tips of some of the leaves. There may be deals available late this week, but they are not expected to last.

Iceberg Lettuce

The lettuce quality and weights continue to improve, but are still smaller than we are accustomed to seeing this time of year. The frame size is smaller and deals are available on cello 30's packs. Demand is fair yet the market remains firm with higher than normal prices for this time of year. Even with a several dollar price increase, Canadian product is available at a cheaper price.

Tomatoes

Vine ripe tomato supplies are improving. Tennessee and Alabama are in much better supply this week and the market price should remain steady. Quality and sizing has been excellent. We will continue to carry these beautiful Tennessee tomatoes for many more weeks until our local deal starts in Virginia and Delaware.



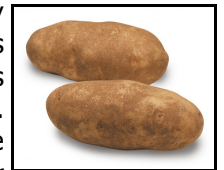
Roma tomatoes continue to be tight. Volumes are still very light out of Tennessee and Virginia, but should improve over the next week or two. This market will be driven mostly by what the growers in California have over the next two weeks. If demand from the West becomes satisfied from growers in the West, then we may see some relief in the market on the East. Quality from the Tennessee growers has been very nice. Local romas from Paul Zook will also start this week.



Grape tomatoes are in excellent volume right now. Multiple areas are harvesting at one time creating this huge flush. Growers in Virginia, New Jersey, North Carolina, Alabama, and Tennessee are all making deals to move product. Now is the perfect opportunity to drive sales through large displays on pint and quart grape tomatoes. Quality has been excellent.

Potatoes

The Idaho potato market has suddenly strengthened. The abundant supplies the first half of the year forced shippers to push supplies hard at cheap prices. Now, many sheds have shut down due to either running out of supplies or poor quality. Demand simply exceeds supply.



As a result, expect prices to increase on counts and poly bags over the next two weeks, if not longer. Some shippers will gap between the end of old crop and the start of new crop. New crop, Norkota variety, is expected to start in earnest at the end of August/early September Burbank variety is what is currently being shipped.



Organic Market Report



Volume 9 - Week 29

July 18-24, 2010

Organic Green Beans

California and Mexico have limited supplies of green beans. The California product have outstanding quality. Fava, purple and yellow wax beans are also available from California. Green beans from Pennsylvania will begin this week.

Organic Greens

Our supplies of greens will be from California since local greens have ended early for the season due to the heat. Massachusetts and Wisconsin will begin to harvest next week. Kale, lacinada kale, dandelion, collards and green cabbage will be available with great quality.

Organic Peppers

Imported red, yellow and orange peppers from the Dominican Republic and Holland have limited supplies. Green bell peppers from Pennsylvania have arrived with excellent quality. Look for the market to ease up on green bell peppers over the next 10 days.

Organic Squash

Yellow squash is experiencing limited supplies from Pennsylvania and the Southeast growing regions. Zucchini has abundant supplies with outstanding quality from multiple growing areas, including local. Now is a great time to promote zucchini in your stores!



Organic Broccoli

California broccoli continues to have limited volume, especially on broccoli crowns. Expect this tight supply to continue for the next 10 days. Broccoli from the East Coast is also limited due to extreme heat and uneven crown issues.

Organic Tomatoes

Pennsylvania will begin to harvest grape tomatoes this week. Roma and round tomatoes will begin within the next 10 days. In the meantime, Mexico has limited supplies of roma and round tomatoes. Cluster tomatoes from Canada and Mexico have abundant supplies and excellent quality.

Organic Melons

Cantaloupe from California has now transitioned to a new growing region. For the next week, cantaloupe supplies will be tight and the melon sizing will be on the small side. There will be promotional opportunities on these smaller size melons. Honeydew from California is also limited in supply this week. Watermelon from California is available again in cases or bins with excellent quality, strong pricing and low volume.

Organic Stone Fruit

White & yellow peaches and nectarines from California have a steady supply with outstanding quality and large sizes available. Now is the time to build a seasonal display and showcase this seasonal fruit!

California red & black plums and pluots are also available with an abundant supply, great quality and promotional pricing.

Apricots have begun the transition from California to Washington State. These beauties have fantastic quality, a fresh seasonal taste and strong pricing.

Red cherries continue to have a tight supply with only large cherries available. This red cherry season is quickly approaching the end and the market is expected to remain strong.

Rainier cherries has finished shipping from Washington with a few smaller shipments on the way to close out the season. Pricing is expected to be strong for the remaining product.

Organic Berries

Domestic blueberries, strawberries, blackberries, raspberries will experience a price increase as supplies dwindle over the next few weeks.

Organic Mangos

Mexican Ataulfo, Tommy Atkins and Kent mangos should have a steady supply this week with promotional opportunities available.

Organic Black Figs

Black figs have ended for the season, but brown Turkey figs will start in 2-3 weeks.