

Labatt **FOOD SERVICE** *Produce Department*

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MARKET REPORT: JUNE 11, 2010

We appreciate your business. Please let us know if you have any questions. Have a great weekend!

WEATHER IN CURRENT GROWING REGIONS

Salinas, CA: Daytime highs will remain in the mid-60s through June 10, then rise into the mid- to upper 70s June 12-15 with overnight lows in the low to mid-50s.

Huron, CA: Daytime highs will be in the mid- to upper 80s through June 12, then rise into the mid- to upper 90s June 13-15. Overnight lows will be in the low to mid-50s through June 12, then rise into the low 60s.

Las Cruces, NM: Daytime highs will be in the upper 90s to low 100s through June 11, then ease into the mid-90s June 12-15. Overnight lows will be in the low to mid-60s. There is a 10 percent chance of showers and thunderstorms June 14 and 15.

PRODUCE NEWS

BANANAS

Major *natural disasters* in all growing areas have begun to adversely impact this critical produce item and the market! Quality (scarring and discoloring) and prices will take a hit from the effects of severe storms and volcanic activity. We should see the biggest impact in July.

BELL PEPPERS

Mexico supplies are limited and their season is coming to end this week. Demand is good. More California supplies are coming online next week; one shipper out of Bakersfield is starting with light supplies. Major volume will start in the next 2-3 weeks out of this area. Georgia has begun their harvest which is allowing for the market to soften. Heavy rains and strong winds could produce some quality issues over the weekend. Some shippers are trying to keep the market up in order to take advantage of the short season.

BROCCOLI, CAULIFLOWER & CELERY

Good weather in all *broccoli* growing regions has brought on more supplies. Quality is good. *Cauliflower* market is steady and warmer weather is allowing for stronger production numbers. Inconsistent plantings by growers will keep the market active this season. *Celery* market looks to trend lower with better supplies on all sizes. Overall quality and weight has been good.

CITRUS

Lemons: Supplies and quality are good. Demand continues to improve as we move into summer volume.

Limes: There are better supplies of the smaller fruit, larger fruit remains limited.

Oranges: Valencia's are in good supplies and quality is good. Recent rains have caused them to size larger peaking on 72's, 88's and then 113's and 138's. Market is slightly higher going into next week.

CUCUMBER

Mexico is will be producing steady supplies through June. Baja had lighter supplies with good demand. Georgia is into good volume and demand which looks to be sufficient enough to hold prices at current levels. Quality remains good and prices should remain steady.

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GRAPES

Grapes are in plentiful supply for *new crop* red and green seedless in Nogales and Coachella. We are seeing some price relief going into next week for both varieties.

LETTUCE, ICEBERG AND LEAF

The iceberg market is still firm. Suppliers are consistently reporting light to moderate production on this commodity throughout this week. Warm weather and rains have caused irregular growth patterns. Mildew and burn are going to be seen in some lots. The romaine market is steady with good supplies and competitive pricing. Green leaf availability is stronger, but commanding a higher price amongst all leaf items. Warm temps, mixed in with the rain have made this commodity vulnerable to mildew and tip burn. Many growers have also planted less green leaf in comparison to romaine.

MELONS

Cantaloupe production from the Imperial Valley is on the rise. Desert supplies will run through June 21; the season will conclude sometime in late June when the temperatures get too high. Desert cantaloupe quality is strong with good color. The near-term market is expected to ease modestly. The Blythe cantaloupe season will start June 14 and continue through most of June. Bakersfield is slated to start July 1 and Mendota July 10.

ONIONS

The industry is now relying on Huron, CA, and New Mexico which will supply onions well into August. Central California experienced a cold and wet spring which has produced a late start, small sizing and light yields. Huron shippers said that the first portion of this season's yellow onion crop is undersized with yields down 10-20 percent. New Mexico shippers said that their early season yellow crop is healthy but on the small side. The jumbo yellow market in both districts is split between small jumbos -- 10-40 percent over 3.5 inches in diameter -- and the largest lots, which are 80 percent over 3.5 inches. Both areas have minimal availability of colossal and super-colossal yellows. Buyers should be aware of the split jumbo yellow market based on size. Receivers purchasing solely on price will be disappointed. The availability of trucks is limited and may affect the market. Buyers are encouraged to load trucks as they become available. The preferred mode of transportation is a flatbed truck with a side kit and tarp. This allows the highway wind to whistle through the load and keep the respiring onions dry.

STRAWBERRIES

Warmer weather over the past week and light demand has created a weaker **strawberry** market. There are great prices next week.

SQUASH

Mexico production is sporadic and they should finish by next week. Baja and Fresno production is increasing with warmer weather. Prices will increase slightly going into next week.

TOMATOES

The tomato market is starting to level out. Supplies out of San Diego continue to be inconsistent; however production continues to increase each week. There continues to be an abundance of 4x5's and larger, smaller supplies are starting to become more available. Shippers say they production will slowly increase this week and improve considerably next week. Weather has been favorable in Baja with no major issues. California has been set back due to cooler than normal temps and should get started next week. Roma tomatoes continue to be the best value out there.
