

THE PRODUCE TIMES

MIDWEST  FOODS

Recall List
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February 20, 2012

Attention | Specialty Sheet | Market Report | Recalls

Volume 3, Issue 8

What's New

Fruit

Nectarine Yellow 42ct Chile (025802) - \$42.00

Pear Cactus Red 10# Case (53255) - \$14.00

Peaches Yellow 42ct Chile (019100) - \$33.50

Oranges Kumquats 10# (016900) - \$45.00

Plum Red Beauty 70ct Chile (101300) - \$40.00

Plum Red Pluot 70ct Chile (210182) - \$34.50

Pomegranate 44ct Calif. (022700) - \$26.50

Aloe Vera Leaves 1# (210170) - \$1.50

Beans Dragon Tongue 10# Case (031700) **No Break** - \$45.00

Corn Baby 100ct (046500) - \$32.50

Beans Sea 5# Case (155900)**No Beak** - \$48.00

Beans Yellow Romano 10# Case (9798654)**No Break** - \$45.00

Beans Yellow Wax 5# Case (156000)**No Break** - \$16.00

Eggplant Thai 5# (161200) - \$18.00

Lavender 1# (132600) - \$25.50

Peas, English (151100) - \$2.75



Market Alert

MARKET ALERT!

Bananas, Green Beans, Large Gold Beets, Honeydews, Acorn, Butternut Squash
and
Strawberries

Weather

Weather Update:

Light to moderate lettuce ice is occurring in typical Yuma valleys areas. High temperatures have dropped this week to the low to mid-60s as the low passes and gradually will warm into the mid-70s for the weekend. A chance of thunderstorms may develop this morning as a cut-off low-pressure system tracks over Southern California. The extended outlook calls for a continued wet pattern to occur over Southeastern California Sunday through Tuesday (Feb.19 to 21).

Announcements

Happy Presidents' Day



Season Over



Produce Recalls

MIDWEST FOODS RECALLS

None

INDUSTRY RECALLS

No New Recalls

Transportation Report

TRANSPORTATION

An uptick in freight rates this week; truck availability has tightened, as carriers experience some difficulty in securing backhaul loads from the East to West.

Specialty Sheet:

VEGETABLES

Anise, Baby Calif. (24ct).... \$26.50

Asparagus, White (11#).... \$23.50

Beans, Fava (1#).... \$2.35

Beans, Sea (5#) Mexico.....\$43.00

Beans, Yellow Wax (LB).... Call

Beets, Baby Red w/tops (24ct).... \$32.50

Beets, Baby Gold w/tops (24ct).... \$37.00

Beets, Baby Stripped w/tops (24ct).... \$35.50

Beets, Loose Gold (5#).... N/A

Beets, Loose Striped (5#).... \$9.50

Cauliflower, Orange Calif. (12ct).... Call

Cauliflower, Purple (12ct)....Call

Carrots, Organic Calif. (25#).... \$25.00

Carrots, Baby Assorted (24ct).... \$29.50

Carrots, Baby Yellow (24ct).... \$34.50

Carrots, Rainbow Large (25#).... \$29.00

Carrots, Tri-Color Peeled (5#).....\$35.00

Celery Root (10#) USA.....\$22.00

Chestnuts 5# Italy (160100).....\$22.00

Endive, Red French (8#) US.... \$41.00

Flowers, Orchid (100ct).... \$20.00

Garlic, Black (1#).....\$28.00

Hearts of Palm, Fresh (1#).... \$13.50

Honey Comb (14 oz).....\$16.00

Lettuce, Baby Iceberg (40ct) California \$34.50

Mushrooms, Chanterelle (5#) - \$80.00

Onions, Cippolini (10#).... \$22.50

Peppers, Assorted Veggie Sweet (12-1pt).... \$26.50

Potato, Marble Assorted (5#).... \$20.00



Radish, Watermelon (5#).... \$27.00



Salsify, Belgian 5/1kilo.... \$37.50



Sunchokes (5#).....\$20.00

Tomatoes, Heirloom Assorted (10#) ... \$35.00



Produce subject to availability and may change without notice*

FRUIT

Apples, Crab 10# (#235255).....\$30.00

Apple, Grapple 12-4ct (#908399)....\$40.50

Apples, Lady 12# (#35256).....\$35.00

Apricots, Chile 72ct (#026902)....\$35.00

Berries, Cape Goose 12-1-pt (#925500)...\$53.00

Budda Hand (5ct).....\$37.50

Kumquats 10# (#016900)....\$45.00

Lemons, Meyer (18#cs) USA.... \$31.50

Limes, Key (2Lb).... \$6.25

Nectarine Yellow Chile 42ct (#106800).....\$42.00

Oranges Blood 20# Case...\$32.50

Orange Cara Cara 1/2case (#016000)....\$29.00

Peaches, Yellow Chile 40ct (#019100).....\$33.00

Pear Baby D'anjou 100ct CA. (#145266)....\$35.00

Pear Forelle 80-90ct WA (#019700)....\$41.00

Pear, Seckel 100ct WA (#019600)....\$32.00

Plums Red Chile 70ct (101300)....\$42.00

Pomegranate USA (40ct)....\$26.50



Avocados

The Avocado market is stable after the Super Bowl pull. Typically, the 2nd largest pull of the year (behind Cinco de Mayo), demand is good. The market is not in an over-supply situation. Prices have most likely reached their peak and will remain stable into Week 4. The steady 48 price increase in the last few weeks has caused some major retailers to switch to size 60s. This is helping keep a healthy overall supply and demand relationship. California: Some growers have begun harvesting some larger sizes to get some weight off the trees ahead of the big crop year. Volume will stay very light for the coming 3-5 weeks and increase in early March. Overall fruit is looking good and growers are eager to begin the season. There still remains the threat of freeze damage as we are still in winter, however, the crop overall is looking like it will be over 390 million lbs.



Broccoli, Cauliflower, Celery & Carrots

Broccoli: Broccoli quality remains consistent at this time. However, there continues to be an overly situation throughout all growing regions. Combined with good quality, this additional supply supports an opportunity to promote broccoli.

Carrots: Availability tightening for late-season harvest in Bakersfield, particularly jumbo-sized carrots...quality is also becoming an issue. The harvest in the Imperial Valley is just getting underway. Production from Mexican growers has declined significantly due to quality and curtailed harvesting caused by heavy rainfall. The market will be active until Imperial Valley is in full production in March.

Cauliflower: This week the Cauliflower inventories and= production are back to expected volumes. Weather pattern looks like it may be changing this week with unsettled and cool temperatures in Salinas and down into Yuma.

Celery: Production remains heavy at this time with both of growing areas yielding heavy volumes (Mexico and Yuma, Ariz.).



CALIFORNIA LETTUCE & MIXED VEGETABLES

Iceberg & Leaf:

Iceberg Lettuce: Demand is fairly light, but shows signs of improving. As we move into the weekend and into next week, lettuce ice will become a concern in some growing regions.

Romaine: Good supplies continue for this time of year as the weather in the Southern California and Western Arizona has been ideal. With demand being just fair, along with strong yields throughout the industry, markets have decreased to the lowest levels in some time.

Romaine Hearts: Very strong supplies as growing conditions persist in Southern Cal and Western Arizona growing areas. Demand is steady. Promotional volumes are still available for the next three weeks.

Green and Red Leaf: Plentiful supplies, occasional yellow fringe discoloration on green leaf.

Spinach (baby): Adequate supplies.

Spinach (bunched): There is some evidence of light mechanical damage in the banded area. Production is heavy this week. Growing conditions are good right now with warmer ground temperatures and warmer overall temps. This is a great time to promote (at least for the next two weeks).

Spring Mix: Adequate supplies, quality improving.

Arugula: Adequate supplies.

Frisee: Good supplies.

Mache: Limited availability.

Radicchio: Good supplies.



TOMATOES

Round: Moderate activity in the market for medium sizes (5x6's). Overall production has declined, however demand remains lackluster.

Roma: Good availability.

Cherry: Plentiful supplies.

Grape: Plentiful in Nogales, adequate availability in Florida.



Mixed Vegetables:

Artichokes: The quality of the artichokes is definitely improving this week with few episodes of freezing temperatures and selective harvesting and packing processes. While they are still not 100 percent "clean," the freeze damage experienced over the last few weeks has been significantly mitigated. Look for the volume to steadily increase over the next two or three weeks. Sizes are beginning to show larger with a higher percentage on 12s and 18s.

Asparagus: Record-setting production volume for growers in Mexico currently. The harvest in Central California is now underway...oversupply will be the dominant factor in the markets through mid- March.

Bok Choy: Wide range in price and availability depending on shipper.

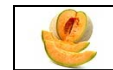
Cilantro: With the continual warm weather in Mexican growing regions, Cilantro plantings are coming on fast. Good supplies available this week and the overall quality is very nice. Promotable volume is available.

Green and Red Cabbage: Rain in Texas has curtailed harvesting, however production volume is steady in Florida, Arizona and California... prices remain at favorable levels.

Green Onions: Good quality and volume this week. The green onion market remains unchanged from last week with season low pricing. Crossings from Mexico are expected to remain fairly light this week (as last week).

Kale (green): Demand has slowed over the past week or so customer's needs are expected to be covered.

Napa: Good availability, competitive prices.



MELONS

Cantaloupes: Availability has improved somewhat, with cantaloupes from Central America being shipped from port facilities in the East and West.

Honeydews: Tight availability accompanied by extreme prices this week; however a moderate increase in supply is expected next week.

Watermelon: Supplies have Tightened and price has increased.



APPLES AND PEARS

Prices remain steady for storage crop apples. Good supplies on all sizes all varieties of apples, including Braeburn, Fuji, Gala, Golden Delicious, Granny Smith and Red Delicious... with the only exception being that large sized Granny Smith are in tight supply. Plentiful availability on D'Anjou pears...Bosc also available. The apple harvest is getting underway in Chile, which will bring additional supply to the U.S. market this spring, particularly Gala and Granny Smith.



CITRUS AND PINEAPPLES

Oranges: Rain this week has slowed picking but limited demand has moderated any shortages.

Lemons: Desert/Coachella shippers finished. Look for a slow but steady increase in pricing, first on 115s larger and then on smaller sizes.

Limes (Persian): Expect all sizes to be available but volumes to be somewhat limited due to rains in the growing areas. Double-greens are available on 200s and smaller. Sunkist has good supplies of key limes.

Grapefruit: Texas Rio Stars – Demand is good for most all sizes and packs. Best volumes available are on the bigger sizes. Promotional supplies and prices are available through early April.

Specialty Citrus Items: Good supplies on Clementines, Fairchilds and Sweeties. Demand is strong for 14s lrg Pummelos and good for choice on 8s-12s. The Moro Blood Orange crop is anticipated to finish around the 3rd week of February. This is an alternate bearing crop, with this year being a lighter crop, and demand has exceeded supply! Large Minneolas (64lgr) will be very limited from the Yuma growing district with sizing peaking heavy to 80-100ct.

Pineapple: Good availability, primarily Cost Rica.



POTATOES

Potatoes: The less expensive supply of the Norkotah variety is shrinking. Demand is light but the stocks on hand are very manageable. The Burbanks which typically bring a higher fob return back to the grower because of the higher solid content (less water in the potato) and longer shelf life will be the predominant variety left to run in Idaho. We don't expect any dip in the F.O.B's. Higher pricing in subtle jumps should be expected for the remainder of the season.



BERRIES

Strawberries: Mexico harvests have been severely impacted by consistent rains since last Friday. Distribution from McAllen and Yuma are affected.

Florida is currently recovering from freezing temps Sunday night. Production has been affected up to 80%. Oxnard harvests continue to progress with moderate volume; prices are higher on new crop California strawberries. Strawberry prices are moderate overall, while proprietary variety berries continue to command a premium. Allocation on strawberries from all loading points is certain.

We expect challenges for the next week to 10 days.

Raspberries: Good availability from CA and Baja, with some fruit from Mexico; distribution from all loading areas. Prices steady.

Blackberries: Supply has been interrupted by the same rain that is affecting strawberry production from Mexico. We expect to be challenged with blackberry supply for the next 2 weeks. Prices could come up slightly.

Blueberries: Good supplies of Chilean blueberries primarily in 12 x 6oz clamshells loading at Yuma, Mc Allen and Dover.

Bananas



Weather related problems, importing issues have made bananas tight. Slight price increase this week. Stay ahead of color over the next 2-3 weeks, till things get back to normal (but we will have them).



ONIONS

Onions: Abysmal situation for the next few weeks. Too many onions, not enough outlets.

Garlic: Shipments from Chinese exporters will be light through mid-March, lending strong support to the market and causing the current wide disparity in prices to narrow. Prices are firm for California garlic.



GRAPES & SOFT FRUIT

Grapes: Extremely tight supplies on green and red seedless, however availability on green is expected to improve by late February as the Thompson harvest gets into full swing in Chile. Tight market conditions are expected to continue for red seedless (Crimson) through the end of the Chilean season, with no significant increase in supply until new crop grapes from Mexico and Coachella become available in early May.

Kiwi: Oversupply characterizes the California harvest. Growers are looking at a substantial portion of the crop yet to be harvested prior to the arrival of new crop kiwi from Chile in late march.

Peaches and Nectarines: Limited supplies.

Plums: Limited supplies.



EASTERN & WESTERN VEGETABLES

Peppers: Prices have firmed for the large sizes on green bells...still good availability on choice grade. Plentiful supplies on red and gold peppers.

Cucumbers: Plentiful availability continues in Nogales... quality is outstanding. New varieties are producing strong yields and outstanding quality.

Green Beans: Availability has improved, although prices remain fairly strong...a wide range in quality and price exists in Nogales, with premium prices being paid for packs showing uniform size and shape and deep green color.

Eggplant: A production gap is in progress...the breadth of growers in Mexico is smaller compared to other high-volume commodities. Supplies are tight and prices are moving higher.

Zucchini: Plentiful availability in Nogales and Florida.

Yellow: Plentiful supplies.

Acorn: Essentially unavailable in Nogales.



<u>Commodity Price</u>	<u>Price</u>	<u>Quality</u>
Carrots	High	Excellent
Lime	High	Excellent
Avocados	High	Good
Round, Roma	Low	Good
Romaine Hearts	Moderate	Excellent
Iceberg	Low	Excellent
Celery	High	Excellent
Strawberries	High	Good
Raspberries	High	Good
Blackberries	Low	Excellent
Blueberries	Low	Excellent
Cantaloupes	Moderate	Good
Honeydew	High	Good
Watermelon	High	Good
Pears	Moderate	Good
Cucumbers	High	Excellent
Peppers Green	High	Good
Cherry Tomatoes	Low	Excellent
Potatoes Idaho Russets	Low	Excellent
Asparagus	Extreme	Good
Green Onions	Moderate	Excellent
Lemons	Moderate	Excellent
Leaf	High	Good
Broccoli & Cauliflower	Moderate	Excellent
Mixed Vegetables	High	Good
Spring Mix	Low	Good
Pineapples	Low	Excellent
Red & Golden Apples	High	Good
Grapes, Red & Green	High	Excellent
Grape Tomatoes	Low	Excellent
Oranges, Navel	Moderate	Excellent
Zucchini	Extreme	Good
Yellow Squash	Extreme	Good
Spanish Onions	Low	Excellent



FUN PRODUCE FACTS:

Avocados

- Avocados are a fruit, not a vegetable, belonging to the genus Persea in the Lauraceae family
- Avocados are sodium and cholesterol-free and have only five grams of fat per serving, most of it the monounsaturated kind
- Avocados were once a luxury food reserved for the tables of royalty, but now California Avocados are enjoyed around the world by people from all walks of life
- Brazilians add avocados to ice cream
- Filipinos puree avocados with sugar and milk for a dessert drink
- The avocado is also called an Alligator Pear because of its pear-like shape and green skin
- Avocado is a corruption of the Spanish word aguacate, which is in turn a corruption of the Aztec word ahuacatl
- California produces about 90 percent of the nation's avocado crop
- San Diego County is the Avocado Capital of the U.S., producing 60 percent of all the avocados grown in California
- There are nearly 5,000 avocado growers in California; the average grove size is around 10 acres
- A single California Avocado tree can produce about 500 avocados (or 200 pounds of fruit) a year although usually average about 60 pounds from 150 fruit
- There are seven varieties of avocados grown commercially in California, but the Hass is the most popular, accounting for approximately 95 percent of the total crop volume
- California Avocados grow year-round
- About 43 percent of all U.S. households buy avocados

California's History of Avocados

The California Avocado is a native American plant with a long, distinguished history. Today, the most popular variety is the Hass. The mother tree of all Hass Avocados was born in a backyard in La Habra Heights, California.

Avocado History

The avocado (*Persea americana*) originated in south-central Mexico, sometime between 7,000 and 5,000 B.C. But it was several millennia before this wild variety was cultivated. Archaeologists in Peru have found domesticated avocado seeds buried with Incan mummies dating back to 750 B.C. and there is evidence that avocados were cultivated in Mexico as early as 500 B.C.

From Aguacate to Avocado

Spanish conquistadores loved the fruit but couldn't pronounce it and changed the Aztec word to a more manageable aguacate, which eventually became avocado in English. The first English-language mention of avocado was by Sir Henry Sloane in 1696.



ARE YOU SMARTER THEN YOUR PRODUCE COMPANY???

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