

THE PRODUCE TIMES

MIDWEST FOODS



Recall List
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February 6, 2012

Attention | Specialty Sheet | Market Report | Recalls

Volume 3, Issue 6

What's New

Apples Arkansas Black Oregon (#908409)..\$48.00

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

Brussel Sprouts Green Baby 12-1/2pt (#210115)..\$40.00

Brussel Sprouts Purple Baby 12-1/2pt (#210119)..\$40.00

Budda Hand 5ct (#033501).....\$37.50

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

Cranberries 24-12oz USA (#928200).....\$40.00

Dragon Fruit 10# (#3453452)...\$37.50

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

Lemon, Meyer 20# (#4354354)...\$31.50

Lettuce, Artisan 12ct CA (#138601)...\$26.50

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

Mushrooms, Black Trumpet 5# (#164200)....\$70.00

Mushrooms, Chanterelle 5# (#164400).... \$80.00

Mushroom, Hedgehog 5# (#35445314)...\$50.00

Plums Red Chile 70ct (101300)....\$34.00

Orange Blood 20# Case (#016100)...\$32.50

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



Market Alert

MARKET ALERT!

Artichokes, Avocados, Garlic (California), Yellow Squash, Zucchini, Honeydews, Kale & Celery.

Weather

Weather Update:

A high-pressure ridge dominates over the region with dry and warm conditions continuing through the week. Moderate to heavy lettuce ice is expected through Saturday (Feb. 4) in the Coachella and Eastern Yuma valleys. Highs will be in the upper 60s to mid-70s through midweek and cool to the upper 60s and low 70s into the weekend.

PRODUCE THYME

Midwest Foods has cooked up a new format of The Produce Times. It's a video you can catch on YouTube that brings alive the products that is in this publication. We're calling it Produce Thyme.

Watch for updates on our website: www.midwestfoods.com every Monday!



Or subscribe by emailing us at: producethyme@midwestfoods.com

Season Over

Cranberries (We do have Frozen)

Produce Recalls

MIDWEST FOODS RECALLS

None

INDUSTRY RECALLS

No New Recalls

Transportation Report

TRANSPORTATION

Good availability, competitive freight rates.

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#).... \$9.25

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

Cranberries (24-12oz)....Done

Dragon Fruit 10# (#3453452)...\$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

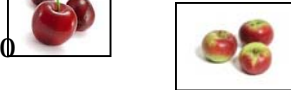
Pear Baby D'anjou 100ct CA. (#145266)....\$35.00

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)....\$46.50



Avocados

The Avocado market is stable as we head into the Super Bowl pull. Typically the 2nd largest pull of the year (behind Cinco de Mayo), demand is good. While volumes the last few weeks out of Mexico and Chile were heavy, the market is not in an over-supply situation. Prices have most likely reached their peak and will remain stable into Week 4 and 5. 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 4-6 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: Beginning last week and until further notice, temps have been ideal for growing in the southern region. Unfortunately, demand has decreased recently during this time of ample supplies. Today is the ideal time for promote broccoli.

Carrots: Adequate supplies from Bakersfield through February, with a smooth transition to the Imperial Valley coming in March. Good availability for Mexican carrots in McAllen, Texas.

Cauliflower: The market is suffering from lack of demand and a slight increase in volume. Supplies will correct themselves late next week, but the pipeline will stay full until sometime during the week of Feb. 13. Cauliflower being shipped will arrive in great shape and look outstanding in stores.

Celery: Sizing has changed this week with more 24-and 30-count, and less 36-count. All growing regions have bigger- size celery this week bringing more to the marketplace. Production is heavier and demand is light.



CALIFORNIA LETTUCE & MIXED VEGETABLES

Iceberg & Leaf:

Iceberg Lettuce: Demand is at its lowest level in quite some time. Quality is very good, weights are 40 to 42 lbs, and the lettuce features a good size with bright green color. The pattern will change with promotion of lettuce ads.

Romaine: Supplies are steady. Demand has been good although markets have been trading lower due to heavy supplies industry wide that's been caused by warm weather. Quality is much improved over the last few weeks. Promotional volumes are available.

Romaine Hearts: Very steady supplies. Industry supplies continue to be strong as well, with good growing weather. Demand has been steady. Promotional volumes are now available!

Green and Red Leaf: Wide range in availability and prices for green leaf. Competitive prices are available from selected shippers. Quality continues to improve, however head size and carton weight varies with the number of outer leaves that are removed in order to minimize the effects of epidermal peeling.

Spinach (baby): Adequate supplies.

Spinach (bunched): Temps have warmed and all growing regions are at full production. Quality is excellent with bunching size large and full. Spinach is a good promotable item for the next couple of weeks.

Spring Mix: Adequate supplies, quality improving.

Arugula: Adequate supplies.

Frisee: Tight availability, quality fair.

Mache: Limited availability.

Radicchio: Good availability.



Mixed Vegetables:

Artichokes: Recent mild temps locally in California's Monterey County have helped reduce the severity of the frost damage. This week's production should have better appearance and condition compared to previous weeks. Some peeling and feathering will still be present. Supplies are still limited in the near term. Smaller and medium sizes should be available this week in modest volume at comparatively lower prices.

Asparagus: Continued plentiful supplies from Mexico; all sizes and packs are available, including 11 lb. and 28 lb. units. Mexico in good supply through March.

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

Green and Red Cabbage: Plentiful availability on green cabbage in Georgia, Florida and Texas. Adequate supplies of green and red cabbage in California and Arizona.

Green Onions: Increase in production with weekly crossings from Mexico at a seasonal high. Volume is good and promotion is aggressive this week and next.

Kale (green): Hot commodity this week. Volume is average but demand is high.

Napa: Good availability, competitive prices.

Parsley (curly): Over abundance of supplies. Promotable volume is available.

Parsley (Italian): Over abundance of supplies. Promotable volume is available.

Snow peas: Good availability from Guatemala, Mexico and Central California (Santa Maria).



TOMATOES

Round: Continued plentiful availability in Mexico and Florida districts. Prices are on the bottom.

Roma: Plentiful.

Cherry: Oversupply in Nogales, good availability in Florida.

Grape: Plentiful in Nogales, adequate availability in Florida.



MELONS

Cantaloupes: Cantaloupes are more available with limited supplies.

Honeydews: There are no supplies on honeydews for this week and next.

Watermelon: Supplies have lightened and price has continued to decrease.



APPLES AND PEARS

Prices remain steady for storage crop apples and pears. Good availability on trucks. Size profile currently favors smaller sizes. The late harvest, combined with cool fall temperatures, have resulted in smaller sizes overall. Large sizes (72, 56, 48) command premium prices. Good availability on all new crop varieties, including Braeburn, Fuji, Gala, Golden Delicious, Granny Smith and Red Delicious... also Braeburn; Bartlett, Bosc and D'Anjou pears. Demand is strong for both the export and domestic markets.



CITRUS AND PINEAPPLES

Oranges: Navels are in good supply in all 3 production areas. Eating quality is improving with fruit full color. Growth has been below expectations due to lack of rainfall. Large sizes continue to be tight. Best volumes sizes available for promotions are 72s and smaller. Cara Cara's are in good supply. Promotable supplies will continue from this point forward. Sizing is peaking 88/113/72/138, or 88/72/113.

Lemons: Deals are available on 165s/200s all grades.

Limes (Persian): Expect good supplies to be available all week on 175s smaller. Supplies of 110-150s are now limited as most all old crop fruit has been shipped. Quality continues to pack excellent. Double-greens are available on 200s and smaller. Look for good supplies of Key Limes.

Grapefruit: Texas Rio Stars – Weekly movement is strong. Expect good supplies on all sizes Sunkist and choice through the week. Promo volumes and prices are available now through March.

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!



BERRIES

Strawberries: Mexico harvests are strong currently with good weather. Florida strawberry production is past peak but anticipation is for moderate harvests through February. Strawberry prices are moderate overall, while proprietary variety berries continue to command a premium. Note: Stem strawberries are in very high demand through Valentine's Day. Allocation is probable, so pre order stems at least one week in advance and be flexible on loading locations.

Raspberries: Good availability from Mexico and improved quality with good weather, for loading at Yuma and McAllen. Prices steady.

Blackberries: Steady supplies from Mexico, for loading in Yuma and McAllen. Prices are up slightly.

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



POTATOES

Potatoes: Demand and availability has reached a very nice balance. The market is firm on boxes but the F.O.B.'s are not expected to jump in a big way next week. Expect the F.O.B.'s to move UP but in subtle jumps on all sizes and U.S. #2s.



ONIONS

Onions: From the shipper/ grower perspective the situation has gone from bad to worse. Supplies well exceed demand as Mexico is crossing much heavier volume now and does not appear the situation will slow down soon. Because of the overlap between storage crop and new crop the situation will become very bad for the growers.

Garlic: Steady availability and wide range in prices from California, Mexico and China. Volume price discounts are available from selected shippers.



GRAPES & SOFT FRUIT

Grapes: Early season Chilean and Peruvian red and green seedless are available with promotable prices. Pricing is moderate with no great swings that we've experienced this month.

Kiwi: Good supplies for new crop California kiwi.

Peaches and Nectarines: Now available from Chile, with new vessels arriving next week. Prices are competitive.

Plums: Chilean fruit available for shipment from Philadelphia or Los Angeles.



EASTERN & WESTERN VEGETABLES

Green Bell Peppers: Plentiful supplies on all sizes and grades for green bells in Florida and Nogales. Red bell peppers are in oversupply in Nogales. Good availability on yellow bells.

Cucumbers: Plentiful availability in Nogales.

Green Beans: Plentiful availability at reasonable prices in Nogales; adequate supplies in Florida.

Eggplant: Plentiful supplies in Nogales, adequate in Florida.

Zucchini: Prices have begun to ease from recent extremes. This downward price trend will continue as the supply chain is replenished.

Yellow: same as zucchini.

Acorn: Adequate supplies in Nogales.

Butternut: Adequate supplies in Nogales.

Spaghetti: Adequate supplies 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:



It's Presidential

- **President George Washington** liked ice cream so much he reportedly had a bill for \$200 for ice cream one summer.
- **President Thomas Jefferson** Unique among Virginia gardeners of his day, Jefferson introduced a roster of unfamiliar species now taken for granted, including tomatoes, okra, eggplant, lima beans, peanuts, and peppers.
- **President Abraham Lincoln's** mother died when the family dairy cow ate poisonous mushrooms and Mrs. Lincoln drank the milk.
- During the King and Queen of Britain's 1939 visit to the United States, **President Franklin D. Roosevelt** served the King and Queen hot dogs at a picnic on the porch of the first couple's Hyde Park home.
- **President H.W. Bush** declared during his Presidency that he never wants to see another sprig of broccoli on his plate, whether he is on Air Force One or at the White House or anywhere else in the land. I haven't liked it since I was a little kid and my mother made me eat it. And I'm President of the United States, and I'm not going to eat any more broccoli!". The next week the California Broccoli Growers sent The President a trailer load of broccoli. Of which he then sent it on to the D.C Food Depository.
- Looking considerably thinner than during his days as a fast-food eating President, **President Bill Clinton** now tout the benefits of a vegan diet.
- Chili is **President Barack Obama's** favorite food.