

AMERICAN FRUIT AND PRODUCE
12805 NW 42 AVE
OPA-LOCKA, FL 33054
MARKET REPORT WEEK OF 07/26/10

DEMAND:

Many shippers are experiencing moderate demand across the board.

TRANSPORTATION

Freight costs are stronger with the summer freight season now upon us. Freight rates are expected to be stronger for the next couple of month's; as they are always are this time of year. There is no truck shortages expected, but rates could go higher if fuel prices continue their increase.

IMPORTANT NOTICE: The asparagus market has gotten quite difficult due to a freeze in the main growing areas in Peru and Guatemala. Mexico has jumped up the market pricing and has insufficient supplies to cover national demand. This situation is expected to continue trough the end of next week.

***ICEBERG AND LEAF LETTUCE**

Lettuce supplies are just starting to improve with new fields now starting to be harvested. Look for quality to improve as well. Canadian supplies are almost at their peak and should help the overall situation. Romaine and leaf lettuces are in good shape with better than expected supplies. The leaf market is also experiencing lesser demand than normal, which is helping to keep the market low.

***CAULIFLOWER AND BROCCOLI**

The broccoli market is at a low marketable level with better than expected supplies. Look for very nice quality on product as well. Cauliflower supplies are also in good shape with lesser than anticipated demand.

***CELERY**

The celery market is at a moderately low level with good supplies out of califonia and local deals having good supplies in both Michigan and Canada. Look for the market to maintain it's level going into next week.

STRAWBERRIES

The Strawberry market is in a bit better shape with much improved weather conditions in the main growing area of California. Look for the market level and quality level to maintain for the next couple of weeks.

ONIONS

The onion market is still fairly tight with supplies coming in from west Texas and New Mexico presently. Quality has been nice and the market is expected to maintain it's present level going into next week. Smaller onions are getting more and more difficult to source due to the added seasonal demand for retail packs.

*RUSSETS

The russet potato market is up with new crop potatoes from Wisconsin still a few weeks away and storage supplies out of Idaho showing issues with the age. Look for new crop Idaho potatoes to become available in about a month or so. Until then look for the market to continue to creep up and only average quality.

*ORANGES

Florida storage oranges and grapefruit have finally finished up. Look for all products to now be available out of California. Market prices should increase slightly due to added freight costs. Quality out of California has been quite nice with moderate growing conditions.

*LEMONS

Lemon supplies are a bit better out of California with the southern growing area being in good shape presently. Quality has been pretty nice and no immediate market changes are expected. Off shore are available and have been of excellent quality, not to mention a better price point than California product.

*MELONS

Westside melons have started up and are in light supply with only 4 farms presently harvesting. Many trucks have been held 24-48 hours waiting to load due to demand and the small amount of fruit available. This is the case on both cantaloupe and honeydews. Look for this situation to improve in the coming weeks as supplies improve.

*GRAPES

There are now new crop supplies available out of California in all three colors. Quality has been quite nice and supplies seem to be in good shape across the board. There are still some lingering supplies available from Mexico, but the quality product is coming out of the California valley.

*TOMATO

The tomato market is slightly lower out of California with good supplies due to warm temperatures. Quality from California has been excellent. There are also east coast supplies available out of Tennessee and North Carolina, but due to daily showers we are sticking with the west coast product.

PEPPER

The green pepper market is up with Georgia having now finished and only Tennessee, North Carolina and New Jersey having supplies. This is only a temporary skip though, with supplies out of California expected to start in coming weeks.

CUCUMBER

The cucumber market is sliding back to normal market levels this time of year. This is due to greatly improved supplies coming out of Ohio and Michigan. Quality should maintain it's present level.

LIME

The Lime market is at a moderate level. Quality has been improving.

APPLES

Washington State is still in good supply of Red Delicious, Gold Delicious, Gala, Fuji and Granny Smith's. Market levels are moderate and supplies are adequate. There are also supplies of eastern Red Delicious, Red Rome, Gala and McIntosh's available out of Michigan and New York. Gala and Fuji markets are being affected by the situation in Chile, due to those two varieties having world and national supplies coming from a main

Chilean growing area. These varieties are going up in cost and could be very tight for a while.

PEAR

D'Anjou and Bosc pears are in decent to fair supplies on most sizes out Washington. Look for markets to slowly creep up as the storage product supplies start to shorten with usual market demand. Quality has been nice on the storage product. New crop Bartlett pears are just starting up out of northern California with light supplies available.

STONE FRUIT

New crop supplies of Peach, Nectarines and Plums are available out of California along with a bunch of specialty varieties such as white flesh, Pluots and apricots. Quality has been quite nice and market levels are expected to decrease as supplies improve.

WHITE POTATO

White potato supplies are finished out of Florida with only a few farms still having stored product. From there look to North Carolina and Virginia for new crop supplies.

CARROTS

The carrot market is at a moderate level with some supplies coming in from Georgia and there are still some lingering storage supplies coming in from Canada as well. California is also in fair shape with enough supplies to handle demand.

*Denotes change from last week.