



Weekly Produce Market Update

For Week Beginning: October 17, 2011

Diesel continues its slow decent averaging \$3.721 per gallon this past week an increase of over \$0.65 per gallon from a year ago. Freight rates are said to be declining some to the Midwest destinations thought I have not seen that yet.

Biggest produce news is the local summer product is done for the season. Fall Items Apples Potatoes, Cabbage, Root Veggies and Hard Squash will be here for a while.

Cukes, Peppers , Eggplant and Soft Squash will be pricey for a short time till the South gets up to full production.






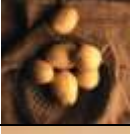





The California Berry market has bee hit with to much rain. Berries have no shelf life. Bruising is common and prices are heading up. Trouble looks to last several weeks.

Idaho Potato market has fallen off a cliff. The Midwest potato market has not followed. Some prices are upside down. I don't think the Midwest market can sustain this pricing level for long.

Onion Market still very competitive a huge difference from last year at this time

Lettuce is plentiful though light in weight.

	COMMODITIES	PRICING	QUALITY	SUPPLY	REVIEW
	Apples	Down	Good	Coming on	Michigan Apples are here Washington coming on
	Avocados	Extreme	Good	very tight	California harvest is winding down things will continue to be tight for quality product
	Broccoli	Moderate	Good	normal	Moving to fall varieties Weather good product is doing well
	Cauliflower	Moderate	Good	normal	Flower is holding up well could see some strength in the market
	Cantaloupe	Steady	GOOD	Slight Decline	California supplies are still good Sales are off some due to Colorado Problem
	Carrots	down	GOOD	Normal	Prices down Quality Good
	Celery	Down	Good	Improving	California good prices down
	Cucumbers	up	Good	tight	Local Done Southern product tight
	Grapes	Steady	Good	Improving	Grapes are good to go into early winter
	Honeydew	Down	Good	Good	Good supplies prices down
	Iceberg	Steady	Good	Good	Weather Good. Supplies good.
	Leaf Lettuce	steady	Good	improving	Leaf Good Romaine tight
	Lemons	Steady	Good	Firm	Seasonal

	Limes	Up	Good	Good	Larger size fruit higher price
	Onions	Seasonal	Good	Good	Supplies good prices down slightly Looking for more volume
	Oranges	STEADY	good	Seasonal	Small size fruit very tight. 138 ct is getting extreme. 113's might be a little easier to get.
	Peppers	tight	Good	Tight	Local done Southern product tight
	Pineapples	down	GOOD	improving	Prices have come down from past few weeks
	Potatoes	Falling	GOOD	improving	Idaho Down dramatically Midwest trying to hold on
	Strawberries	up	iffy	declining	Berries tight too much rain some bruising
	Tomatoes	up	Good	Good	Locals tight some issues
	Squash	High	iffy	extreme	Local done Southern product tight
	Zucchini	up	Good	tight	Done Southern product tight
	Watermelon	Moderate	Good	improving	Post Labor day Midwest melons are on the way out