



## ROYAL RUNDOWN

			July 18, 2010
KEY	QUALITY	COST	~ ~ ~ BEST PICKS THIS WEEK ~ ~ ~ <i>Large Apples, Lemons, Carrots, Asparagus, Avocados,            Blackberries, Iceberg, Strawberries, Blueberries, Watermelon, Broccoli</i>
HIGH	***	\$\$\$	
AVERAGE	**	\$\$	
LOW	*	\$	
ITEM	QUALITY	COST	WHAT'S HAPPENING?
Apples	***	\$\$	Smaller school apples are becoming more hard to come by. Best buys are larger 56-72 counts.
Asparagus	**	\$\$\$	Market is active on all sizes. Weather issues in MX and Peru moving production downward.
Avocados	***	\$\$	CA continues at steady pace with good supply. MX nearly finished for season.
Blackberries	*	\$	CA supplies are coming in out of Watsonville. Demand is moderate and quality is improving.
Blueberries	***	\$	Supplies are limited due to hotter than usual weather conditions all along the east coast.
Broccoli	***	\$\$	Market is softer this week. Availability is stronger and so is quality. Time to buy.
Carrots	***	\$	CA carrots are in good supply. Yield and quality are good. No gaps expected for couple months.
Cauliflower	**	\$\$	Market is steady. Supplies are moderate but a gap is expected soon. Expect price fluctuations.
Celery	***	\$\$	Market steady. Best available sizes are 24 count. Quality and weights are good.
Cucumbers	***	\$\$	Shipping from MI and TN. Quality is very good and so is color. Demand is increasing.
Grapes (Black)	***	\$\$	Black seedless is limited but should have more volume by the end of the week.
Grapes (Green)	***	\$\$	Sugar ones are still going strong with good size and good eating.
Grapes (Red)	***	\$\$	Red Flames seedless are becoming more available with good quality and large sizes.
Lemons	***	\$	Supplies are good and demand is as well. Quality is reported as very good. 140 market firm.
Limes	**	\$	Good supplies on smaller fruit and quality is looking very good.
Lettuce (Iceberg)	**	\$\$	Market is active. Warm weather and fog have caused irregular growth patterns.
Lettuce (Leaf)	**	\$\$\$	Green leaf is steady with strong supplies. Some mildew and tip burn issues.
Lettuce (Romaine)	***	\$\$\$	Supplies are strong on Romaine. Volume orders abound. Good quality.
Melon (Cantaloupe)	***	\$	Desert and West side melons are winding down. But more volume is expected by week's end.
Melon (Honeydew)	***	\$	MX & AZ fruit is about done for season. Westside shippers are struggling to meet demands.
Melon (Watermelon)	***	\$	Domestic fruit is going strong with very good quality. Prices are steady.
Onions (Green)	***	\$	Market is unchanged. Steady production out of MX region. Pencil size is best supply.
Onions (Red)	***	\$\$	CA & NM are packing all colors. WA continues with yellows. CA shipping lots of reds.
Onions (Yellow)	***	\$\$	WA has most of yellows. CA & NM have yellows as well as other colors.
Oranges	***	\$\$	Demand for late Navels are slow and most fruit is large. Valencia's in good supplies.
Pears	***	\$\$\$	Expect domestic pear prices to climb until late summer. New crop Bartlett expected in July.
Peppers (Green)	**	\$\$	TN, NC, NJ, & MI shipping green peppers. 10 days til good volume from MI. Good quality.
Peppers (Red & Yellow)	**	\$\$	CA desert crop at end of season. Supplies are short and quality is fair at best.
Potatoes (Red)	***	\$	CA, AZ & FL running good supply of all colors of potatoes with good quality on the reds.
Potatoes (Russet)	***	\$	ID continues to pack out on the small size potatoes. Larger supplies are tight.
Raspberries	***	\$\$	Good demand with light supplies are keeping market firm. Quality is good.
Squash (Yellow)	**	\$\$	MI, OH, TN, and NJ shipping squash. Quality is good. Market is stable.
Squash (Zucchini)	**	\$\$	Zucchini is running much as yellow squash. Good quality.
Stone fruit	**	\$\$\$	Domestic peaches, plums and nectarines are becoming readily available. Apricots from CA & WA.
Strawberries	**	\$\$	Market is active. Availability is varied. Quality is fair to good.
Tomatoes	***	\$\$	SC is done. VA & MD is trying to get shipping. MI & OH by end of month. Romas behind others.