



# Islands West Produce

## MARKET SCOPE HIGHLIGHTS



**July 31 – Aug 6, 2010**

Good local weather continues to bring on good quality and good supply of locally grown produce. It is a great time to promote local produce, ask your sales representative for a list of available items. The summer season in California is normally stable with supplies being good and low demand with local produce available all over North America this time of year.

### **LETTUCE:**

**Iceberg:** California iceberg lettuce supply is much better this week and price is down. Local supply continues to be available but supply is tight. The best value this week would be the California 24ct liner heavier box than B.C. and price is down this week.

**Romaine:** California quality looks better this week even with growers reporting tip burn and outer peel. Price is down on California romaine but continues to be stable or even higher with some growers on B.C. romaine as all growers are reporting good summer demand.

**Leaf:** California leaf supply is good this week and price is down slightly. Local leaf is available but with good demand price is not down and there is talk of prices going up for next week.

### **TOMATOES:**

Market continues to be flat and growers are reporting good supply this week. Price will go up, it will just be a matter of when and right now predictions are, we should see low tomato prices through out the rest of the summer. Quality overall is good with both 5x6 (extra large) and 6x7 (mediums) in stock. Grape and roma tomato prices are down this week and cherry tomatoes continue to be the best value of the tomatoes.

### **BROCCOLI/CAULIFLOWER:**

**Broccoli:** Supply is very good out of California and demand is light with pricing being very good this week. In stock are California "Premium" Church Brothers 14ct bunch, and California "Jen Ye" Asian cut Iceless 20# crowns.

**Cauliflower:** Supply continues to be good, prices low, and quality good all that we could ask for in a market. In stock this week is "Premium" Green Giant label available in both 9 and 16ct.

### **ONIONS:**

Yellow onions supply out of Washington has hit a temporary gap with growers waiting for new crop to start. This is not a good thing with the onion market already being so strong. Price is up slightly this week and if all goes well and supply improves this week as predicted we could see prices start to come off again.

Red onions are set to start this week in Washington and we should see lower prices as early as next week.

### **POTATOES:**

B.C. Kennbecs are now available. Price is lower than California but starting out strong until good volume is available (early September). B.C. Yukon's and red potatoes are now available. Good supplies of the local early potatoes continue with crop continuing to peak on the standard (medium) size, very good deals available.

Both storage and new crop Washington potatoes are now available for next week we will be staying with storage crop due to better pricing and quality so far is ok. We will continue to watch this market and insure we have the best value available for our customers.

### **PEPPERS:**

California green pepper supply is much better this week and prices are down and predicted to be even lower for next week. In stock are #1 medium and choice.

Red pepper supply continues to be good but demand is pushing prices up slightly. Good volume is expected for the next few weeks so it is predicted prices will come down again soon.

Yellow greenhouse peppers supply is good but with good demand on this as well price is up slightly. Quality is very good with 11# extra large in stock.

### **CITRUS:**

**Oranges:** Valencia orange prices are good again this week with the continued availability of stone fruit and pears in California. In stock this week are; Valencia fancy 138 & 113ct, 56 & 138ct choice (Valencia's are a good juicing orange).

**Lemons:** Demand is strong and keeping prices up. Look for prices to remain firm right through the summer. 140ct are the best value this week but we have 165ct in stock as well.

**Limes:** Price is up slightly again this week with good summer demand being the main reason. Quality is good with 200ct limes in stock this week.

### **MELONS:**

**Cantaloupe:** Good supply and quality out of Northern California is bringing prices down and making it a great time to feature cantaloupe. Supply continues to be peaking on the larger sizes and best deals are on 12ct this week.

**Honeydew:** Northern California honeydew has started and volume is good which is helping to bring prices down. Still mostly large sizes are available with 5ct California in stock this week.

**Watermelon:** Supply out of California is improving and we could possibly see Washington watermelon as early as next week. As supply improves we should see better pricing. Quality is good with California seedless 6ct in stock.

### **BERRIES:**

Quality on California strawberries is only fair-good this week due to some overcast weather in the Salinas Valley area. Flavour and colour are good; it is just that the berries are not lasting.

Very good supplies of local 5# blueberries are in stock and quality is very good making for a great time to feature B.C. blueberries.