



Islands West Produce

MARKET SCOPE HIGHLIGHTS February 04-10, 2012



Good weather and light demand in Yuma is making for an abundance of supply. Good supply means good quality and reasonable prices. The market is predicted to stay reasonable for the next 10-14 days. Mexico weather has improved and supply and pricing is way better this week with some great deals on certain items.

LETTUCE:

Iceberg: Supply continues to be abundant making for high quality and low prices with 24ct Snoboy label in stock.

Romaine: Supply is good and demand is light making for a buyers market this week. Quality is good with only minimal reports of epidermal peel and blister this week. In stock this week is 24ct "High Yield" Snoboy label.

Leaf: Green leaf supply is tight again this week but it is getting better and with lower priced iceberg and romaine, it is helping to push prices down. Growers are saying it will take at least another 7 days for supply to be back to regular levels. Quality improved with "High Yield" 24ct Snoboy label in stock.

Spring Mix: Supply and quality are good again this week, but haven't tried spring mix for a while. Ask your sales rep for a sample as quality is very good this time of year.

Spinach supply and quality is good this week with 4/2.5lbs clipped spinach in stock.

Artisan lettuce quality and supply is also good this week.

TOMATOES:

Lots of tomatoes on the market is making for some great deals this week. Mexican tomato supply is very good and prices are at a low again this week. Good supplies of roma, cherry, and grape tomatoes this week is making for low prices on them as well. Quality on Mexican tomatoes is good with 5x6, 6x6, roma, cherry, grape tomatoes in stock this week.

BROCCOLI/CAULIFLOWER:

Broccoli: Good supply, good quality, and low prices, what more could you ask for in a market. Quality continues to be good with "Premium" 14ct bunch & iceless Asian cut broccoli crowns in stock.

Cauliflower: Price and quality are good again this week with "Premium" Green Giant 9ct (large), and 16ct in stock.

ONIONS:

Just when we thought the prices couldn't get any better, they have. Growers are now looking at large losses for the season but still remain somewhat optimistic saying that onion prices will more than double by mid March. Even if they do double in price, it will still be reasonable. Watch out next season when they cut back due to poor returns and prices go through the roof. Quality continues to be very good on both yellow and red onions. In stock this week is; 50lb jumbo & medium yellow #1, and red jumbo #1 25lbs onions. Great deal on processed onions "let us do the crying for you".

PEPPERS:

Green pepper supply in Mexico is very good this week and prices are way down. When market is this low it is a good time to stay with the best quality available so in stock this week we have #1 large peppers. Choice grade is cheaper but when all pepper prices are low why not use the best.

Yellow and orange peppers are down in price and very reasonable this week. Red peppers are the highest priced pepper this week, reasonable but higher than green, yellow and orange. Best value on coloured peppers this week.

POTATOES:

Vancouver Island red potatoes are now done for the season and we are switching to mainland supply. Price is up due to less supply and freight to get them over to the Island. Yellow flesh potatoes are still available from Vancouver Island but possibly only for the next couple of weeks.

Good supplies and quality continue on Vancouver Island Kennebec potatoes.

Washington baker potatoes are now on their way up. Growers have been predicting this for weeks and are now saying it is here. Demand continues to be low and this may keep market from going up to much but regardless it is up and going even higher soon. Quality is good with "premium" Snoboy 100ct, 80ct, and 70ct.

CITRUS:

Oranges: Prices are reasonable this week with good supply on all sizes. In stock this week is Navel 113, 138, and 56ct. In stock is 138ct Arizona sweet oranges and are excellent for juicing.

Lemons: Prices are stable this week and even with growers reporting light supplies, demand is just not there to push prices up any higher. Quality is good with 165 and 140ct (best value) in stock.

Limes: Prices are down again this week, still high but down. This continues to be a good sign that the market is coming off. Quality is good with 200ct limes in stock.

MELONS:

Cantaloupe: Supplies continue to be very tight but getting better and prices are down slightly this week. Overall quality is good with 15ct offshore melons in stock this week.

Honeydew: There is still an extremely tight supply this week but growers are now at least reporting some supply, 8ct offshore in stock.

Watermelon: Mexican seedless watermelon in stock this week. Price is stable this week and quality is good for Mexican winter melons.

BERRIES:

Just in time for Valentines Day the supply and quality of strawberries has gotten way better. Great time to feature strawberries with "Premium" quality 8/1lb clamshells and long stem berries in stock. There is a limited supply so ask your sales rep for details.