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# FRESHWAY FOODS MARKET REPORT

July 28, 2010

## At a Glance...

	<u>Quality</u>			<u>Price</u>		
	Hi	Avg	Poor	Hi	Avg	Low
Bell Peppers		✓			✓	
Broccoli		✓				✓
Cauliflower		✓			✓	
Celery	✓				✓	
Lettuce		✓			✓	
Onions		✓		✓		
Romaine		✓			✓	
Tomatoes - West		✓			✓	
Tomatoes - East		✓			✓	

### FREIGHT –

The National Diesel Average is currently at \$2.919 per gallon, which is an increase of \$0.020. Crude oil prices are at \$78.88 per barrel.

<http://tonto.eia.doe.gov/oog/info/wohdp/diesel.asp>

## SOURCING

### BELL PEPPERS

Eastern supplies are coming in strong. Michigan and Ohio are in production. Volume is increasing and demand is still weak. Quality is excellent on the new crop.

### BROCCOLI

A soft market continues. Availability is not a problem. Quality has been strong.

### CAULIFLOWER

The market continues to be steady. Supplies are good with shippers offering discounted pricing. Both Santa Maria and Salinas are producing good quality with good availability.

### CELERY

Salinas and Santa Maria are the primary options for supply. Smaller sizing is more readily available than the larger sizes. Pricing remains steady across the board.

### LETTUCE

The market softened up over the end of last week and into this week. Quality varies among the shippers, which represents the gap in pricing. Mildew and burn is still seen in the product, although, it can be cleaned up prior to shipment. Availability will remain good.

**ONIONS**

Overall market remains high. Supply is adequate. High prices will be around into summer. Quality has also taken a hit due to weather and other field level matters.

**ROMAINE**

Supply is increasing. Pricing is competitive with some dropping below contract numbers. Mildew, burn and long cores present a problem for processors. Red discoloration is also noticeable in some of the ribs. Product is being cleaned up prior to shipment.

**TOMATOES**

North Carolina and Tennessee started this week with crown pick. Smaller sizes will be a problem and are requiring support from the west coast. Ohio and Michigan will begin by the end of the month bringing a strong local program.

