



Grand Ave News

“This is 2100”

Did You Know?

- Anthocyanins found in tart cherries can relieve pain and inflammation better than aspirin and ibuprofen.
- Lettuce is a member of the sunflower family.
- Americans are eating 900% more broccoli than we were 20 years ago.
- Actually a fruit, it took a ruling by the Supreme Court in 1893 to classify the tomato as a vegetable .

Quality Control

Grand Avenue Produce’s long standing reputation for always looking out for our customers extends into our practice of providing the highest quality products. Our quality control team is dedicated to checking and rechecking every pallet that enters our warehouse. This process starts with receiving, where our receiving manager gives all products a thorough overview before they are approved and stocked in our warehouse. When new product comes in, we rotate all previously received products based on our “First In First Out” policy, which helps to always ensure freshness. Our quality control manager is always on the lookout as well. He continually inspects all products in our warehouse based on their arrival dates for decay, mold, softness, or wilting. If any quality issues are found, all items with that arrival date are re-inspected for quality. We will recondition the entire lot as needed in order to ensure only the best is delivered to our customers.



Quality control manager checking the sugar content of some new crop Mexican cantaloupe

Avocados

With increased volumes and growing inventories, there are more than enough avocados in the market. This is causing prices to adjust and many retailers have already lowered prices. Demand will soon catch up with production and the market should steady within the next couple of weeks. The amount of avocados coming out of California is quickly waning and production should switch over to a combination of Mexican and Chilean fruit by January 2014.



Thanksgiving Vegetables

With Thanksgiving right around the corner, you can expect the price of certain holiday staples to strengthen. This includes celery, cauliflower, and broccoli. As the Salinas growing area comes to the end of its production, it will be important to watch these commodities carefully. Both cauliflower and broccoli have been in an extreme market condition for the past few weeks. Supplies are still tight on both commodities; quality issues including hollow core in broccoli and off white curds in cauliflower are continuing to prevail. Celery continues to be steady with good supplies and excellent quality coming out of Salinas . As we inch closer to Thanksgiving, expect pricing to increase on these items. Also, beware that rain in the Salinas area, could cause prices to skyrocket for the holidays.



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California Grapes

The grape season in California is in full swing! The market is strong and trending upward. The main red seedless variety currently shipping is the Crimson Seedless and the main green variety being shipped is the Autumn King. These varieties are eating great this year with a very high sugar content. The packers will be picking these grape varieties for the next couple of weeks and they will have them all in the coolers for storage by mid-November. Shippers will select the very best lots of the year to place in their storage coolers to ensure great quality supplies that last through December. Red Globes and Autumn Royals (black seedless) are also still available and are currently being packed fresh daily. Looking ahead, there was a substantial freeze in the grape growing regions in Chile earlier this month. The extent of the damage is still being determined, but it appears that we will not be seeing any volume until mid January.



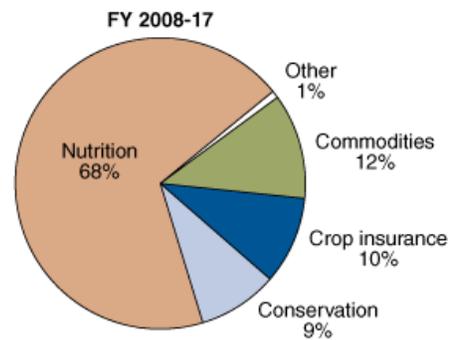
grapes being covered to protect the vines from the coming rain.

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The 2013 US Farm Bill

Recently, four members of Congress agreed to resume talks regarding the 2013 US Farm Bill. The US Farm Bill is a piece of legislation that is renewed every five years and is what guides and authorizes funding for most federal farm and food policies. This includes the Supplemental Nutrition Assistance Program. Due to the government shutdown last month, and an inability to come to an agreement on certain issues, the Farm Bill is still far from being completed for the next five years. The Farm Bill covers policies related to supplemental nutrition, land payments, crop insurance, environmental practice, and some international trade and research. The Agriculture Reform, Food, and Jobs Act of 2013 that has been proposed in Congress is estimated to save \$24 billion dollars in spending. If Congress does not institute a new farm bill by the end of the year, the old bill will be extended with no reforms. Senate Agriculture Committee Chairwoman, Debbie Stabenow, is confident they will be able to come to an agreement, and thinks they may even have a deal by Thanksgiving.

Farm programs account for about 22 percent of Farm Act budget allocations



Source: USDA, Economic Research Service using Congressional Budget Office estimates.

Lettuce

Prices for iceberg lettuce have been falling steadily. Quality is good, and although production is waning in Salinas, demand is steady. A couple of producers have now begun harvesting in Yuma, with a few more following shortly. This should take any pressure off of the market and allow for the price to continue to drop. Huron is producing as well, but due to a water shortage, yield is low. Romaine is also showing steady supply and good quality.

Tomatoes

The market for tomatoes is tougher this week than last, especially on round tomatoes. The northern California deal on mature green tomatoes has ended and that is putting pressure on vine-ripened tomatoes from Mexico. The round market will be tough until the beginning of December when production starts out of Culiacan, Mexico. Roma tomatoes remain steady, while cherry and grape varieties are higher due to poor weather conditions in the growing areas.

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