



Grand Ave News

“This is 2100”

Markets to Watch

- Bell Peppers
- Strawberries
- Cauliflower
- Asparagus
- Cantaloupe
- Limes
- Lettuce
- Chile Peppers

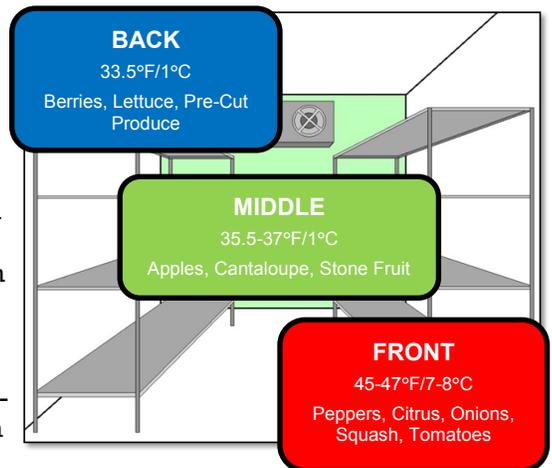
Lettuce

Now that buyers have returned from the recent PMA convention, the lateral pricing seen on the lettuce items over the past week will most likely strengthen. We expect to see higher prices for at least the next week. Fortunately, the November transition into Yuma is right around the corner, and the projected quality is expected to be high! Once Yuma goes into production, we should see steady pricing and high availability on all varieties of lettuce.



Extend Your Shelf Life: Walk-In Cooler Optimization

Did you know that proper product placement within your walk-in cooler can help maintain proper flavor profiles, increase shelf life, reduce produce loss and waste, increase produce yield, and lower food costs? The location that you place your produce within the walk-in can affect its quality and shelf life. Temperature fluctuates within a walk-in based on where the cooling system is located. Locate the warmest and coolest areas of your walk-in and store produce based on their ideal temperature. You can use this diagram as a guide. Temperature is the single most important factor in maintaining and maximizing produce quality. For every 10° increase, a produce item can lose up to half of its life, causing it to be served in a less than optimal condition. Proper rotation practices must also be followed in order to maintain a products freshness. The oldest produce should be used first, according to the First In, First Out (FIFO) method. Simply write the delivery date on all containers received and make sure to use the most recent deliveries last. It is also helpful to keep produce in its original packaging. Not only does this reduce the amount of handling of a product which helps to maintain the shelf life, but Grand Avenue Produce also labels all of our produce with lot specific P.O. numbers to make it easier to locate specific produce in case of a recall.



Yuma Vegetable Season on Schedule for Late November Transition

Did you know that during the months of November to March, Yuma produces 90 percent of the lettuce in the country? To put Yuma's size to scale, Yuma produces 9 different kinds of lettuce varieties and during peak production each variety is turning out 2 million pounds per day! No wonder they refer to Yuma as the winter salad bowl!

But Yuma is more than just lettuce. More than 175 different crops are grown in the Yuma area, including many grown to seed because of the rich soil and nearly 350 days of sunshine. Yuma County ranks number one in Arizona for lemon, tangelo, and tangerine production, as well as watermelons and cantaloupes. In fact, the

agriculture industry in Yuma County represents an annual gross economic return of \$3.2 billion. There are also 23 cooling plants in the area that can cool an entire truckload of produce within 30 minutes!





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Bell Pepper market is active

The majority of coastal California area producers have ended production of green bell peppers for the season. Availability and pricing on both red and yellow peppers have remained steady, but that is expected to change in the next few weeks as producers begin to wind down their season. Growers in and around Coachella, California have begun production on green bells only. Unfortunately, they are not even close to having enough supply to fill current demand. As a result, the prices on green bell peppers have almost doubled over the last few weeks. In addition, expect sharp increases over the next ten days to two weeks on red and yellow bells as production areas begin to change. It is projected that around the same time red and yellow bell pepper prices increase, the green bell peppers will begin to decrease in price as more become available from both Coachella and Mexico.



Tomato program

We are often asked what sets us apart from other distributors in the market. While that list is long, we can always start with the details of our tomato program. We repack each and every tomato that comes through our warehouse to ensure we are sending only the best quality to our customers. This repacking program allows us to guarantee our customers 100% usage of our tomatoes. Each tomato is inspected for size, color, and overall quality. If you have specific requirements, we can make sure to meet them. We can even create custom labels! If you have any questions about our program please contact our customer service representatives.



Strawberries

The strawberry market is currently very active. Pricing is being determined by growing region and quality. The better product is currently being produced in the Watsonville area. This is a complete 180 degree turn around from the last few weeks, where the better looking fruit was being produced further south. As always, weather will dictate which production areas have the best berries to offer. Please expect this commodity to remain active through out the Fall and Winter.



Freight and Transportation

Truck availability at shipping points in the North Western United States (Idaho, Washington areas) has been very sporadic. Rates are increasing daily with trucking companies often choosing to carry only the easiest of runs. Look for this trend to continue as the holiday season progresses.

