



# Grand Ave News

“This is 2100”

## Markets to Watch

- Lettuce
- Broccoli
- Cauliflower
- Snow Peas/Snap Peas
- Blue Berries
- Bell Peppers
- Chile Peppers
- Asparagus

## Food Safety

For many years Grand Avenue Produce has been out in front of the latest Food Safety trends and requirements. We are extremely proud to announce that our new facility has recently achieved the highest possible rating of “Excellent” in the GFSI (Global Food Safety Initiative) audit performed by Primus Labs. The rating applies not only to our distribution service, but also to our repack and processing programs.

## Brand new custom built facility now open

After nearly 70 years operating out of Phoenix, Grand Avenue Produce made the move to a brand new, state of the art facility in Peoria, AZ. This new facility boasts two times the square footage and three times the cold storage, a necessary upgrade when servicing 1000-plus restaurants and food-service facilities throughout the south west. The cold storage operation is digitally monitored, and the facility is access controlled for greater Food Safety protection. We have also improved our program tremendously by adding sealed refrigerated docks.

With this we can ensure that the temperature of our products stays consistent throughout the receiving and shipping process.

Along with the new facility, Grand Avenue has also upgraded our methods of transportation. Not only do we have a brand new fleet of trucks, but we also have updated the refrigeration systems in our trucks to ensure the product stays fresh, even when we are dealing with our extreme summer heat.



## Winter vegetable growing area transition has begun



The yearly transition to Mexican grown squash, cucumbers, and chile peppers has begun. We have received our first ship-

ments of squash and cucumbers and the quality is excellent. With the new growing area coming into production we have seen both markets take sharp decreases in price. Unfortunately, chile pepper production has not started in enough significant volume to make an impact in that ris-

ing market. We expect to see both the chile peppers and green bell peppers start to come across in greater volume around mid November. In the mean time we expect the pricing of California grown product to increase steadily as production winds down.



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## Citrus Update

Wow! The lemon market is finally stable. It felt like it would never happen, and I think we are going to have to pass out some “I survived the lemon shortage of 2013” t-shirts. With pricing reaching as high as \$70 per case it is no wonder I didn't see many lemonade stands this summer. All joking aside, never before has the industry seen such a long, drawn out shortage of lemons. Quality was horrible, pricing unbelievable, and availability was at 5% of normal production. We are extremely thankful for all of your patience and understanding while we worked through this industry wide issue. We have finally transitioned into “District 3” product which is grown in the desert regions of Southern California and Arizona. Crop sizing is leaning larger. So once the retail grocery chains have restocked their barren shelves, the deals will be on the sizes of 140 count and larger. Look for this to happen over the next few weeks. In the mean time 200's and 165's will be priced slightly lower. Quality on all sizes has done a 180 degree turn around and many producers are shipping “Fancy” grade fruit due to the excellent appearance of the initial production runs.



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## Avocado Market Set to Steady

Now that Mexican avocados have become available, the market is adjusting to the increased volumes. This includes FOB pricing and retail pricing. Many retail chains have already lowered their prices on all sizes of avocados. These lower prices will help move current inventories and allow for a stable market to prevail. Pricing should continue to drop before flattening out for the November-December time period. The California season is in its last few weeks and the pricing gap between Mexican avocados and California avocados is forcing many to make a switch to the Mexican fruit. The YTD volume for California avocados is at 441 million pounds, which is right in line with the California Avocado Commission's estimate for the year. Chilean avocados were also down 1.1 million pounds this week, but supplies should increase by January 2014.

## Lettuce Prices on the Rise

Demand for iceberg lettuce is currently exceeding supply, which is leading to lighter weights and poorer quality. Some mechanical issues and defects are prevalent. Expect higher iceberg prices for at least 3 weeks. The iceberg market is also dragging up the price for both green leaf lettuce and romaine lettuce. Expect the size and weight of romaine to be lighter and smaller. Quality is good to fair.



## New crop apple season underway

The Washington apple season is now in full production. It could not have come at a better time as we had begun to see significant quality issues with the old crop storage product. If you are looking for any specific specialty varieties, contact our customer service team.

