



## Nasiff Fruit Company

*Wholesale Distributor of Fresh Fruits & Produce Since 1929*

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### ***Market Update***

Week of 5/17/10

**Lettuce** – market higher on iceberg; market lower on romaine

Production is in full swing in Salinas as the Huron growing region has finished up its season. As a result, the iceberg market is higher again this week. Alternatively, the romaine market is soft with a lot of supply at this time. Quality is good.

**Strawberries** – market remains steady

There is still a demand for strawberries which is keeping the market steady again this week. The quality and sizing are nice. More volume out of Salinas, CA should hit the market in a few weeks which may cause the market to come down.

**Blueberries** – market lower

California and Florida are building up their volume quickly. As a result, we will see this market come down considerably over the next few weeks.

**Peppers** – market lower

This market continues to drop as production out of Florida is returning to normal levels. Georgia should start in a few weeks but as of right now, all peppers, green and colored have come off in price.

**Stone Fruit** – market steady

Peaches, nectarines and plums are available with good volume and quality. We should be seeing the first cherries of the season any time now.

**Melons** – market higher

Cantelope and honeydews are higher this week as the Central American growing regions are finishing up their season. Mexico has begun with light volume and the desert crop is expected to begin in the next few weeks.

**Tomatoes** – market steady

Florida growers are still a few weeks away from reaching normal production levels for this time of year. Some rains have slowed things up a bit and realistically, things won't be back to normal until early June. Quality is fair with scarred and misshapen fruit. The market on grape and cherry tomatoes is firming up.