

# Hawkeye Produce Report

Week of August 2, 2010

## Featured Items

Product	Description	Pack
0109090	Strawberry	8/1#
0109101	Watermelon	1/20#
0109165	Pineapple Gold	1/6-8 ct
0102008	Banana	4/10#

## Weekly Specials Prices good through August 8, 2010

Product	Description	Pack
0114001	Cucumber	4/6 ct
0120100	Onion Medium Yellow	10/5#
0126080	Potato Idaho Burk Russet Baker-Wada	1/80 ct
0105008	Lemon California	10/14 ct
0106008	Lime Persian	4/12 ct

## Facts about Strawberries

### What's the best way to store strawberries?

For strawberries to stay fresh do not wash them right away. Store them in a large container with a dry paper towel at the bottom. Separate the berries by layering them with paper towels to maximize freshness. Just before using, wash strawberries with the caps attached under a gentle spray of cool water. For best flavor, allow strawberries to reach room temperature before serving

### How Many Strawberry Seeds?

On the average, there are 200 tiny seeds in every strawberry

### How Much Vitamin C is in Strawberries?

Eight medium-sized strawberries contain 140% of the U.S. RDA for Vitamin C. In addition, strawberries are good sources of folic acid, potassium and fiber. Studies have shown that expectant mothers should consume 400 micrograms of folic acid daily to help prevent neural tube birth defects. Potassium and fiber are fundamental parts of a healthy diet. Best of all, strawberries are also fat-free and low in calories.

### Can you say: "AH!"

## Citrus

**Lemon:** Supplies are good, with very good demand. The market continues to firm on 140's and larger. Quality is very good.

**Oranges:** This should be the last week for late Navels. Valencia's are in good supplies and demand continues to increase. Market pricing on small choice grade fruit is firming.

## Tomatoes

**Western:** Supplies out of San Diego are increasing as the transition is done. We are seeing better availability on all packs. Cherry and Grape tomato production is strong with low FOB's and shippers making deals to keep things moving. Weather has been favorable in Baja with no major issues. Central California continues going strong with production and plenty of good quality fruit behind it.

## Onions

All colors of onions are available in California this week. Washington continues with wintered-over yellows but the supplies are very light and the quality is dropping. California is still packing mostly average size yellows.

## Green Peppers

### Western Green Bells and Colored Bells:

The Le Grand, Stockton and Gilroy areas have started, with increased production over the next few weeks. Bakersfield crop for colored bells is in good production.

## Lettuce

This market is softer. The availability is stronger with most suppliers, however there continues to be a gap in pricing of around four dollars amongst different shippers. The weights are good, averaging 44-48 lbs. Mildew and burn has been seen sporadically, but overall the quality has been good. The availability of this commodity will be good throughout this week.

Supplies have lightened up on romaine and pricing is competitive. Green leaf is steady. Some mildew is occurring on the outer leaves but suppliers are peeling that portion back. The weights are still good after the peel back on all leaf items. Foggy, overcast mornings continue to be in the Salinas growing region. The availability of romaine will be tighter next week compared to past weeks.

## Fruits

**Grapes:** Red Scarlets are available with limited availability but very nice extra large fruit. Thompsons and Sugarones are available with good size and eating very well.

**Cantaloupe:** Sugar levels are still good with solid fruit and good quality. We are starting to see better volume peaking to 9's. Small fruit is still very limited.

**Honeydew:** Honeydew: The west side fruit is available but peaking to 5's leaving minimal 8's available. Quality is very good and volume will continue to increase.