



# Grand Ave News

“This is 2100”

## Start Of Winter Vegetable Transition Met With Massive Rain Storm

The time has finally arrived for the yearly switch from the Central California Coast vegetable growing areas to the Yuma, Arizona growing area. Many producers began shipping iceberg lettuce out of the desert growing regions on the 18th. They were set to begin with green leaf, romaine and other items on Friday the 22nd. Unfortunately, when Friday rolled around they were met with a massive winter storm that brought a significant amount of rainfall. As of 3:30 PM on Friday the 22nd, between 1.5 and 1.75 inches of rain have fallen and an additional 1 to 1.5 inches are expected overnight. This brought on a Flood Advisory put out by the National Weather Service and threw the brakes on most of the expected weekend production. Shipments have been put on hold until the weather allows harvest to resume. We expect only a small amount of product will be shipped Saturday. Fortunately, the forecast shows that the rain will have moved on by mid morning Saturday and then we will be back to clear skies and a high of 70 degrees on Monday and Tuesday.



Radar image of the massive rain storm that hit the Yuma area. Snap shot taken at approximately 3:30 pm on Friday the 22nd.

## California Citrus Prices Stabilize

Pricing on lemons and oranges have stabilized. Lemon production out of the “District 3” growing regions which include Southern California and Arizona is about at its half way point. “District 1” lemons out of the Fresno, California area have started a little early, and that overlap will create some nice buying opportunities. We have a full range of sizes and grades available, so please inquire if you are interested in taking a look at other options. Navel oranges from California are in full production. However, their flavor and sugar levels will not peak until the growing areas are seeing consistent low overnight temperatures in the high 30’s and low 40’s. That should happen very soon. We have seen some Texas oranges show up, and although they have much more scarring on the skin, their sugar levels will be a tad higher until the California product sweetens up. If you have a preference please let us know as we will be stocking both for a few weeks.



Fancy Grade 115 Lemons from S. California



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## Transportation woes continue

Carriers are lining up to haul their most profitable cargo of the year, and it isn't produce. It is time for the yearly Christmas tree pull, and this year there are just not enough trucks to go around. Finding freight providers to haul fresh produce out of the North Western United States has never been tougher. Food service companies and retailers across the country are all competing daily for carriers of their potato, onion and apple loads. Rates for even the easiest one pick up and one drop straight loads are close to double of what they were in October. As the Thanksgiving holiday quickly approaches, we will likely lose even more drivers when they park their trucks to have a nice four day weekend with their families. Unfortunately, with transportation regulations and fuel costs increasing every year, many independent operators will continue to exit the industry and create an even further shortage of trucks next year.

## New Apple Variety Available

It is said that there are over 10,000 known varieties of apples throughout the world. However commercial level production is only occurring on about 100 different varieties. Every year a few new and exciting varieties of apples are introduced to the public. We recently had the opportunity to obtain a very nice lot of “SweeTango” aka “Minneiska” apples. This variety was created in 2009 by the University of Minnesota, and it is a cross between a “Honeycrisp” and the “Zestar” apple. The “SweeTango” is an award winning, highly sought after variety, and it has an extremely short production period. So, if you want to try it you better act fast and order a box today.



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## Specialty Produce Update

Just because we do not have the word “Specialty” in our name, does not mean that we are not carrying an impressive line of high end products to meet your needs. We load fresh specialty products 6 days a week from only the best producers and distributors on the Los Angeles Wholesale Market. This is where many green house growers, hydroponic farms and various other farmers and growing operations from all over the world consolidate their product to be distributed to wholesale and food service operators across the globe. Whether it is Baby Yellow Squash, Lolla Rosa, or the fiery hot Scorpion Pepper, it is pretty safe to say that if you are looking for any particular specialty item that is currently being produced somewhere in the world, it can very likely be sourced off of the Los Angeles Produce Market. With this great resource only a 6 hour truck ride away, you can call us by 10:00 am and you will very likely have it for your next days delivery. Please feel free to call and speak with one of our account managers to inquire about the many items currently available. To the right are a just a few photos of some of the most popular items we currently have in the day to day inventory.



Baby Gold Beets With Tops  
24 Bunches Per Case



Russian Fingerling Potatoes available in both a 50# and a 10# case



Fresh Edible Orchids From Thailand available in a 50 or 100 count clamshell



Baby Peeled Carrots with a 1" Green Top available in a 5# bag

Fax 602-269-0881