

March 3,
2010

NEW ITEMS

2374- 72ct. Braeburn
Apples
1502- 70ct. Arg.
Bartlett Pears
1809- Red Plums
3768- Ataulfo Mango
62843- Albanese Red
Licorice Bites
12/17oz.
62847- Albanese
Orange Fruit Slices
12/16oz.
62143- Albanese
Dark Choc. Espresso
Bean 12/10oz.
1496- 12/1# Red
Fingerling Potato
956- Dole #540
Hearts of Romaine
Blend 6/10oz.
2635- 12/3# Cara
Cara Oranges
16065- Red Onion
Sets
16135- Yellow Onion
Sets
16100- White Onion
Sets

**DISCONTINUED
ITEMS**

2615- 12/3# Navel
Oranges
1087- Bulk Cara Cara
Oranges
1228- 56/64 Braeburn
Apples
2156- Black Plums

**ITEMS TO
PROMOTE**

Citrus!

News You Can Use

WEB SITE: WWW.HEEREN BROS.COM

PHONE: 1-800-632-9137

HEEREN BROS. PRODUCE

Onion sets will be in on March 9th

MARKET INFORMATION

Arizona/California Product: The Yuma (Arizona) growing area is winding down for the year. Product will be moving to the Huron area in about two weeks. Pricing is higher on most of the commodities. The strawberry market has stayed very firm because there still is not a lot of fruit.

California Navel oranges are in plentiful supply for all sizes. This is the time to promote those oranges in your produce department! Hey March madness is just around the corner...an orange looks just a bit smaller than a basketball, right?

Texas/Mexican Product: We are still waiting for the spring crop to start up and until then prices will remain high on cucumbers, peppers, and tomatoes. Eggplant pricing has jumped this week as well. The lime crop in Mexico had been affected by rainfall they had last month damaging many of the late blooms. What does this mean for you? Possible higher prices for those limes, come Cinco de Mayo.

Florida/Southern Product: Colder than expected weather has kept the strawberries from turning red. The pickle crop is down from projected numbers. We will start with Florida green beans this week. Pricing on these green beans will be high and quality only so-so. They are quoting a fair amount of wind scarring (nothing that a green bean casserole can't disguise).

Cantaloupes from Central America are short in supply and prices look like they will continue to rise due to a seasonal decline in production. Expect to see better availability later in March. Honeydew prices are firming up while watermelons continue to be in short supply with high pricing until late March when they move into the southern growing areas in Mexico.

Canadian Product: We will start getting Canadian hydroponic products this week.

News You Can Use: Unless you are a turtle that has been hiding under his shell you have seen the devastation of mother nature to the country of Chile. This means an extreme shortage on grapes and a production gap happening in the near future. Look for your stone fruits to be affected by this event as well. They are hoping to rebound back by mid-March.

Floral: The luck of the Irish is coming to you! In the form of Shamrocks that is...if you want these adorable 18/4" plants in your department call ahead! We cannot guarantee that our supplier will have them up to St. Patrick's Day so get your clovers in early! If you have not turned in your Easter pre-order form, we must have it by MONDAY, MARCH 15th. Thank-you!