



Week of May 25, 2009

Market News, See What's Cropped Up!

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It looks to be another calm week in the produce world. It's amazing what a bit of good weather can do for the crops.

Asparagus quality is excellent this week. **Corn** being one of the all time great summer veggies is in good supply and very reasonably priced. Green **Beans** are higher, Wax Beans are still tight, French Beans are higher, **Broccoli** is down, **Cauliflower** is down, and **Celery** is down. **Cucumbers** are down.

Potato Prices are all over the board, different areas are producing an array of Potatoes right now, so you have all different prices on some of the same items from different vendors. The way that happens is contracts - some are yearly, some are monthly, and some are weekly when it comes to price, everyone is trying to get the best price for their product, but sometimes the market will dictate what the price should be. **Zucchini** and **Yellow Squash** are bucking the trend and they are going up in price next week. Rain caused crops to be delayed for a day or two and some exceedingly hot weather didn't help either, so a jump in price happened. **Tomatoes** have gone down, Romas are down, Grape and Cherries are the same. Prices are still high on Yellow Teardrops and Red Tear-

drops. Head **Lettuce** prices are down, Romaine is down, Romaine Hearts are steady, Spring Mix is steady, and Leaf is steady. **Saturn Peaches, White Peaches,** and **Apricots** are available so definitely add them to your hand fruit list. Red **Plums** have started and we have plenty in house. On the Berry side of things, **Strawberries** are down again quality is excellent.

Blueberries are additively delicious right now. They continue to be the overall winner as far as berries are concerned within 2 weeks they will switch to full pints and an even better value. **Blacks** are also a good deal next week as well. **Raspberries** continue to be reasonably priced as well. There are several varieties of boutique **Melons** available – **Canary, Casaba, Crenshaw, Galia, Gold Honey Hammi, Orange Honeydew, and Persian.** All of these are preorder items, so call ahead a few days in advance. The season is just getting started so some melons may be limited on quantities, but that shouldn't last long once the season really gets rolling.



Spring Sensations!

Baby Peeled
Rainbow Beets

Canary Melon

Ultra Mini Baby
Bok Choy

Baby Turnips

In the Spotlight

Casaba Melons

A gorgeous golden yellow with a possible hint of green, the roundish casaba melon, pronounced kah-SAH-bah, is most often pumpkin-shaped with a slight point at the stem end. The delectable creamy-green juicy flesh is delicately sweet, reminiscent of a mild cucumber-like flavor. Not netted, its hard ridged thick rind has characteristic irregular shallow furrows running from end to end.





Houston Restaurateur: Opportunities available despite economy

Pamela Riemenschneider - The Packer

HOUSTON – Texas restaurants have fared better than most in this challenging economy but one restaurateur sees changes – and opportunities – ahead.

Chris Pappas, chief executive officer of Pappas Restaurants Inc. and president and chief executive officer of Luby’s Inc., spoke to the Houston Fresh Fruit and Vegetable Association’s bi-monthly meeting May 14 at Pappasito’s Cantina about the history of his family’s restaurant chain and the challenges he sees ahead for the industry.

“Texas has typically been a state that recovers quicker,” he said. “We are very innovative and have been trendsetters at the end of the day.”

Pappas said the economy has not hit his company’s Texas operations as hard as it has in other states.

“We rebound here quicker, but we are going to face other challenges,” he said.

Immigration and health care are two major concerns on his list, Pappas said. Ensuring restaurants have an adequate work force and are able to meet the challenges of providing adequate health care will “dramatically impact our industry.”

The Pappas family has been in the restaurant and restaurant equipment industries for three generations, starting with the

emigration of H.D. Pappas from Greece to the U.S. in 1897.

His sons went into the restaurant refrigeration and equipment industry before opening their first eatery, The Strawberry Patch, in Houston in 1976.

“The foodservice industry was very small – Chili’s had about 14 stores and now they’ve got 1,600,” he said. “We did very well and served a variety of foods.”

From there, the company expanded and eventually started the Pappas chain in 1983 with Pappasito’s Cantina.

“It was a real stretch do to Mexican food (with us) being Greek,” he said.

The chain now includes Pappas Seafood House, Pappadeaux Seafood Kitchen, Pappas Bros. Steakhouse, Pappas Grill Steakhouse, Pappas Bar-B-Q, Pappas Burger, and Yia Yia Mary’s with locations in Texas, Colorado, New Mexico, Arizona, Illinois, Ohio and Georgia.

Pappas stressed the importance of being involved with industry organizations, such as the Houston Fresh Fruit and Vegetable association.

“We have to communicate our business to other people that are not in our industry,” he said. “Years ago I wasn’t involved in associations but now I started seeing how important it is to be an advocate for your industry.”

Farmer’s Market Fresh



BING CHERRIES	3 CASES	PERSIMMONS	3 CASES
SQUASH BLOSSOMS	2 CASES	BABY SHITAKE MUSHROOMS	1 CASE
POMEGRANATE SEEDS	3 CASES	BABMBOO SHOOTS	1 CASE
PEELED CIPOLLINI ONIONS	2 CASES	DRAGON TOUNGE BEANS	1 CASE
ENGLISH PEAS	3 CASES	FAVA BEANS, CLEANED	1 CASE
RAINBOW SWISS CHARD	5 CASES	PASSION FRUIT	1 CASE
BROWN FIGS	2 CASES	ELEPHANT GARLIC	2 CASES
MAITAKE MUSHROOMS	1 CASE	BLACK GARLIC	1 CASE