



# F r e s h ALERT

**Please Distribute to:**  
Executive Chef  
General Manager  
Kitchen Manager  
Purchasing Manager  
F&B Manager

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## BROCCOLINI HIT BY COLD



**If you were planning** to use Broccolini for New Year's Eve menu, expect to minimize their use because of very limited supplies and very high prices.

**Freezing temperatures** over a 5 – 7 day period in Yuma, Arizona turned a cold shoulder to farmers and their crops. Broccolini growers tell us that yields have been down as much as 50%. Shippers are prorating orders based upon a 12-week average of orders placed. Just like Lettuces, growers have to wait until the frost has melted in the fields before sending tractors and workers in to harvest. If harvesters pick “frozen” product, just the very pressure from their hands will rupture the frozen outer cell structure. Once thawed, that damaged portion immediately begins to decay. This delay of harvest each day reduces picking hours from about 8 – 9 hours a day, down to about 4 – 5 hours per day. When you cut the harvest hours by 40 – 50%, you are also cutting harvest yields by about the same amount. Also, in colder temperatures, the plants grow slower.

**Broccolini is a very unique item to grow and harvest.** Its larger brother, Broccoli, is harvested differently. Harvesters will pass through a Broccoli field for harvest perhaps twice. But for Broccolini, harvesters will pass through the same field up to 7 or 8 times. That means growers are very careful when they send workers into a field that has been hit with frost. If workers damage the frost bitten plants, that not only affects that day's yield, but it also impacts the future 6 or 7 times they will harvest that field. It's a ripple effect a grower doesn't want to face, so they err on the side of caution, which means fewer Broccolini harvested.

**Prices, quality and shelf life** are all affected. Your FreshPoint salesperson will keep you up-to-date on the cold's effect on Broccolini and other row crops.



“FreshPoint, Inc. Produce that's Fresh. Information that's to the Point.”