



fresh Directions

December 16th, 2010

An informative weekly fact sheet for the produce procurement professional.

Apples ↑ Washington is still producing mostly high colored Red Delicious and they remain heavy to 88/100's. Golden's are peaking on 64-88's and are packing-out heavy to the Washington extra-fancy grade. Galas are peaking on 88/100's and have good color. Granny-smiths remain heavy to the larger sizes and are peaking on the lower grades. Small Granny's are still very tight. Fuji's are still high in color and peaking on 88's & larger. Fuji 100's and smaller remains extremely short. Overall the demand for apples in Washington has been very strong as they continue to ship record numbers weekly, so expect higher pricing on most varieties. California continues to pack a few Fuji, Gala, Granny-Smith, and Braeburns apples but they are coming to the end of the season.

Asparagus ↑ This market continues to be active on all sizes. Mexican product is finished until January and Peruvian product is light in availability. Air space is extremely tight and product will be extremely light throughout the week. The jumbo sizing is the tightest in availability. This market will be strong throughout this week.

Avocado ↔ Mexico is crossing good volume and is the predominant fruit on the market. Chile is still bringing only light volume to the states due to their light season. California Fruit: The California harvest is done for most shippers and there are limited numbers left for those that are still packing. Next year's crop is much lighter than this year's record crop. Estimates look to be around half of this

year's. Mexican Fruit: Mexico's harvest continues at a good pace, with good supplies and good quality. Chilean Fruit: Shippers are only getting small volume of fruit in due to the light crop in Chile this year. Supplies look to stay light through their season.

Bell Peppers Western ↑ Mexico's supplies look good through the month shipping out of Nogales. Red bells from the Coachella Valley are light in supplies as some growers are finished for the season. Coachella's last remaining growers look to finish this week, weather permitting. Size out of Coachella is running small to medium. Chula Vista red bells are available with good quality and light supplies. Yellow bell supplies continue to be very light and quality is fair at best. Cold weather in all growing areas has slowed production. **Eastern** ↑ Remaining volume in Florida will be affected by low temperatures during the next two nights. Extended freezing temperatures may do extensive damage to whatever is left of the fall/winter crop. Look for prices to increase with limited availability. Farmers may be unable to harvest for several days this week. Demand remains good and up until today quality has been good.

Broccoli ↔ The market is stable. Bunched product is light with many suppliers. Broccoli crowns are limited with many suppliers. Open business has a three to five dollar spread depending on the shipper. Supplies will be light throughout the week. Mexico production has slowed

down due to business that has been going their way over these past two weeks. Mexico has had freezing temperatures this past week.

Cauliflower ↓ The cauliflower market is softer. The pricing has eased up as demand has fallen due to previous weeks of high pricing. More twelve counts are available compared to previous weeks. Santa Maria volumes are light but Yuma production is picking up.

Celery ↔ The market is firm. Expect pricing to be steady for the rest of the week in Oxnard and Santa Maria. Large sizing is still very light with all suppliers. Salinas is just about finished up for production in this region. The weights and quality of celery continue to be strong.

Citrus Lemons ↓ The Desert crop is going with good supplies. Larger 95's are coming in volume until the end of the year. **Oranges** ↔ Navels are in full production. Sizes still running small with choice grade still prevalent. Fruit quality continues to improve on color and sugar/acid ratios. The fruit is beginning to color up naturally in response to the recent cold temperatures and gas times are coming down.

Lettuce Leaf ↓ The market on romaine is unusual. There is a spread of five dollars in cost amongst the different suppliers. This is because of yields being down greater with some suppliers. The freeze hurt some suppliers more than

others and it is reflected in the pricing. Romaine is showing blister, epidermal peel and bottom rot with mostly suppliers so please make your customers aware.

This is an industry wide issue. Green and red leaf and butter is available with moderate supplies. Issues of fringe burn and blistering is occurring as well, but not to the extent of romaine. Yuma is in full production on leaf items. **Iceberg** ↓

This market currently is softer. This is one commodity where availability is good and special pricing can be had for volume orders. Promote this item now as pricing can be aggressive. Shippers are seeing some epidermal peel as well as blister for product being harvested. Shippers are expected to have good supplies throughout the week. Demand will play a huge part in determining where this market will end up at. The weights and quality will vary amongst the different shippers. Yuma production has weights ranging from 38 to 44 pounds.

Melons Cantaloupes ↔ Domestic cantaloupes are finished for the season. Mexican product is still coming in but also finishing up; quality and brix levels have been hit and miss. Off shore melons have started with limited volume until the beginning of next month. Availability will be based on when the boats arrive so please get orders in as early as possible.

Honeydew ↔ Domestic honeydew is finished for the season. Nogales has good supplies of Mexican fruit peaking to 6's quality is still just fair. The offshore product has started up with excellent quality and much better supply.

Onions ↔ Idaho continues to produce mostly jumbos and colossal yellows. Washington is heavier to jumbo yellows. Mediums are up this week in both areas due to holiday demand and supplies are very limited. The yellow quality has been mostly good. Pricing on jumbos and colossals is mostly steady with some flex

on volume. The Red and White markets are both steady although there are some volume deals on jumbo reds. The quality on reds and whites has been good. Colorado has a few yellows and reds and their market is mostly steady. Nevada is still packing whites, yellows, and reds and they are steady on whites and reds but higher on yellows.

Potatoes ↔ Idaho is still producing mostly average size Norkotahs and small Burbanks. The quality for both varieties has been good. Pricing is steady on all sizes and the availability for cartons is good in Burbank, norkotahs are more limited this week. That being said, many of our suppliers are switching to Burbank and they are small so that could affect prices although it hasn't yet. Washington Norkotahs are still peaking on 70-90's. The Washington market is mostly steady on all sizes. Colorado Norkotahs remain mostly large while the small counts remain short. Colorado's market is steady on all sizes all thought here are some volume deals on the larger counts. California continues to ship colored potatoes from Bakersfield. Mount Vernon, Washington continues packing excellent quality reds & golds, and they have limited supplies of whites. They have had limited pack time lately due to weather. The Washington market is mostly steady on all colors. Minnesota and Wisconsin both continue to pack reds and golds. The markets on both colors are also steady.

Tomatoes Eastern ↑ Another bitterly cold night in Florida – temperatures dropped as low as 23 degrees in some areas. Still too early to tell the extent of any damage, but after two days of brutal cold, it's hard to imagine that crops still in the field will not be affected in some way. How much is anyone's guess right now. Early reports point to extensive

damage on tomatoes. Some growing areas fared better than others, and growers will now try to assess the damage over the next few days. It could be next week before the full extent of the damage is known. Hard freeze warnings again in most areas in central and south Florida, but temperatures are expected to start rising today and by Friday the forecast is to be back into 70 degree temperatures. Strawberry growers again had their sprinklers going, this time starting as early as 7 PM last night, as temperatures started dropping quickly after sunset. There is still a freeze warning in effect until about 9 AM this morning in the Plant City area. Tonight will bring another freeze warning, but temperatures will not be as cold as the previous two nights, and should be in the mid to upper 30's. Southern Florida will be slightly warmer, but they also battled the same freezing temperatures for the past several days. **Western** ↑ San Diego production continues a bit sluggish and inconsistent and will be through December then will be crossing over to Nogales into January. Once the transition over to Nogales happens we can expect to see sustained low fob's due to both the East and west producing. Roma tomatoes have become more available than weeks previous and fobs have stabilized. Cherry tomatoes have picked up a bit out of San Diego. There are two layer tomatoes crossing through McAllen TX currently and will be building slowly with 25# round and Roma tomatoes. We can expect to see increased fob's as the east will be stressed from the cold.

