



fresh Directions

December 23rd, 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. Strong demand is pushing the reds higher. Golden's are peaking on 88's & larger & are heavy to the Washington extra-fancy grade. Galas are peaking on 100/113's and have good color. Large Gala's are very tight! Granny-smiths still peaking on 64's-88's and are heavy to 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 very short. 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. Next years crop is much lighter then 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 loading out of Nogales look good. Red bells from the Coachella Valley are light in supplies as most growers are finished for the season. Chula Vista red bells are available with good quality, but light in supplies. Red bells from Mexico have started with limited supplies for a few growers. Looks like the first of the New Year before red's ramp up in production. Yellow bell supplies continue to be very light and quality is fair at best. Cold weather in all growing areas has slowed production. **Eastern** ↓ The pepper market remains somewhat steady thus far, with the Eastern portion of Florida coming through pretty well, despite multiple nights of freezing temperatures. Quality is fair and demand is good.

Broccoli ↓ The market is steady. Broccoli Crowns and Bunched product is in good supply with very little demand. Supplies will be good throughout the week. Mexico production has picked up its pace due to better weather down there and decreased demand. Quality remains fair from all growing regions.

Cauliflower ↔ The cauliflower market is steady at lower pricing. The

supplies will be good throughout the week. More nine and twelve count cauliflower is available compared to previous weeks. Santa Maria and Yuma volumes are increasing. Quality will get better as the week progresses.

Celery ↔ The market is steady. 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 ↔ Rain in the growing areas this week and forecasted into next will deplete inventories of already harvested fruit. Sizes still running small with choice grade still prevalent.

Lettuce Leaf ↔ The market on romaine is lower. Supplies are good with all suppliers. The freeze has hurt some suppliers more than others and it is reflected in the quality of their romaine. 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 steady. 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 and Mexican cantaloupe are finished for the season. Offshore melon sizing has change to mostly 15's and 18's due to cold temperatures in Guatemala. **Honeydew** ↓ Domestic honeydew has finished for the season. Nogales has good supplies of Mexican fruit peaking to 6's and smaller quality is still just fair. The offshore product has started up with excellent quality and much better supply which are also peaking to 6's and smaller.

Onions ↔ The Idaho market is steady on yellows. They continue to produce mostly jumbos and colossal. Availability could become a problem as the week goes on due to the short week. Washington is producing mostly jumbo yellows. The medium market is steady but strong in both areas due to holiday demand and export demand. 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 the colors but higher on yellows.

Potatoes ↔ Idaho continues packing average size Norkotahs and smaller Burbanks. The quality for both varieties has been good. Pricing is steady to slightly higher on Burbank and steady on norkotahs but the Burbank are available while the norkotahs are limited. The smaller size profile hasn't affected the market yet but it could. Availability will be the biggest problem this week because of the holiday. 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 although there 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 ↑ With the recent freeze in Florida growers have experienced some crop loss, some more than others, but collectively enough growers to affect the market in the short term. This week we are not feeling the pressure as great as if it were not a Holiday week, but due to the holiday demand is a bit relaxed. The true extent of the damage will begin to appear in about two weeks as the defects start to appear that were not visible at the initial assessment. There are some deals lower than the quoted market but that is also due to the holiday scenario and

shippers keeping fruit moving through the holiday. We can expect to see shorter supplies than typical and higher fob's in the following weeks after Christmas as demand should pick back up. The main concern with shippers currently is going to be the next three weeks being that the cycle of fruit that was damaged will affect that timeframe. There does not seem to be worries for the fruit that will be coming on the next cycle (weather permitting). Some shippers are pulling contract commitments as they can not cover due to how much crop loss they have incurred; other shippers have raised their fobs according to current market conditions. **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.

