



fresh Directions

September 29th, 2011

An informative weekly fact sheet for the produce procurement professional.

Apples ↔ CA Reds are almost finished for the season. Most shippers are packing new crop reds but availability is still light due to strong demand. Gingerolds and Supreme Golds are essentially finished for the season. Golden Delicious is available and is spread evenly across all sizes. Gala apples remain abundant but especially 100's and smaller. The early fruit has good color. A couple Washington suppliers have started packing new crop Granny-Smith. Honey crisp have started in Washington as well and they are very large. Many shippers have size 27's and 36's! California continues to pack a Grannies' and they are still heavier to 100's and smaller while the larger size Grannies remain short.

Asparagus ↓ This commodity has softened from product coming from Mexico. Supplies are better out of Peru. Mexico production is heaviest to small and standard sizing. Continue to place orders early. Expect supplies to be moderate throughout the week.

Avocado ↓ California harvest is winding down and should be done soon. Mexico supplies are increasing and will continue to do so. We are seeing increasing supplies from Chile, as well as light supplies of fruit from Peru that has enter the market with limited numbers.

Bell Peppers Western ↓ The California crop on green bells is producing

increased volume. Demand is increasing on bell peppers. Colored bell supplies are increasing while demand remains steady. The lack of increased demand is bringing the market down. **Eastern** ↔ Some peppers are still available in Michigan, but the deal is winding down. North Carolina will also have some peppers. Quality has been good and demand is average. More off grade sizes are available than before.

Broccoli ↔ The market continues to be firm on both bunched product as well as crowns. Suppliers have begun the week only moderate in supplies. Demand is moderate. Salinas and Santa Maria continues to be the two main growing regions for this commodity. There are no major quality issues to report at this time.

Cauliflower ↔ This market is stable. Supplies continue to be strongest to twelve counts. The pricing gap is minimal amongst most of the shippers. The overall quality has been good. Production continues to be coming out of Santa Maria and Salinas.

Celery ↔ This market is steady. Supplies continue to be strong in Salinas and Santa Maria with most suppliers. All sizing is available with the best availability coming in the 24s. Deals can be made on volume orders. The quality is being reported as strong in terms of quality and texture. Promote this item throughout the week.

Citrus Lemons ↔ Supplies on small fruit continue to be plentiful. Mexico has begun crossing lemons through McAllen Texas and quality of the new crop looks to be excellent. **Oranges** ↔ Valencia orange supplies on 113 and 138's continue to be demand exceeds with most shippers selling out several days in advance. The supplies of imported Navel oranges seem to be cleaning up as Chilean production finishes. Valencia's will continue with good supplies through October. The Navel crop currently is showing signs of a slow start with indications of a short supply situation for oranges during the transition from Valencia's to Navels which will start around the first week of November.

Lettuce Leaf ↔ The romaine market has eased up. Suppliers are moderate in availability to start the week. Demand is average. The market is stable on green and red leaf. Demand has slowed up compared to the previous week. **Iceberg** ↔ This market is steady with most shippers. Some suppliers have better supplies and are looking to move some volume at discounted pricing. Expect good supplies on this commodity throughout the week. Santa Maria and Salinas are the main growing areas at this time. The weights continue to be in the 42-46# range.

Melons Cantaloupes ↓ The market has come off a little on the large cantaloupe with better availability. There is a range of pricing on the small fruit along with the quality. The demand is light. **Honeydew** ↔ Good availability continues this week; the market is

steady with good demand. There are still some deals out there on small fruit.

Onions ↓ Northwest yellows are still mostly steady to lower with good supplies of jumbos and mediums. Some shippers have volume of colossal as well. Most suppliers will deal for volume orders. The demand remains fair in all areas and the supplies are up as the harvest continues. Colorado is mostly steady on yellows and still heavy to the jumbos but their volume is still limited. California still has a few yellows and that market is steady but the volume is limited. Red supplies are plentiful in Washington and the volume deals remain. Colorado & Idaho have some reds but are still mostly mixer volume. White supplies are still fairly limited in all areas and the market is steady. The yellow quality is excellent in all areas.

Potatoes ↓ The potato market continues to fall as the harvest continues. All growing areas have mostly smaller size but the larger counts are more available. Most packers have volume deals on most sizes especially 80-count and smaller. Washington norkotahs are still heavier to 80's and smaller and they will also deal for volume. Kansas, Nebraska, and Colorado continue packing and their potatoes are also mostly small. The Midwest shippers are also dealing on volume and have better size now. Stockton, California continues to pack colored potatoes of all colors but we only have one supplier remaining and this is their last week. The California colored volume is dropping and next week will be their last week of packing. Washington & Minnesota both continue packing reds and golds and supplies are steady. Both areas still have good numbers of A's and B's but remains short on premiums and bakers.

Wisconsin continues packing reds, whites, and golds and supplies are good. The California & Washington quality has been excellent while Minnesota and Wisconsin have been fair or better. Western Washington has started packing Reds now as well and their quality and color are excellent as usual.

Tomatoes Eastern ↔ The Eastern Shore mature green tomato deal in Virginia/Maryland has been limping along since the hurricane/tropical storms with fair volume at high prices, which has forced a number of Eastern receivers & repackers to revisit the California deal once more. But, the grape tomato deal on the Eastern seaboard was for all intents & purposes knocked out by the storm, and that market has remained at very high levels. It is possible that the district in Quincy/Tallahassee, Florida could begin harvest of round tomatoes the first week of October, but talk is those statements are overly optimistic & we can look towards the middle of the month for any appreciable volume from that area. **Western** ↔ As late summer moves into autumn, the central California mature green tomato deal has been unable to maintain the relatively lofty prices of the past couple of weeks. Whether that's the result of the receiver inventories staying high or an overall lack of business, markets have leveled out to pre-Eastern hurricane levels. This however could be a short-lived situation, as reports have the next mature green deal in Florida to still be 3 weeks off from harvesting their first tomatoes.

