



fresh Directions

October 6th, 2011

An informative weekly fact sheet for the produce procurement professional.

Apples ↓ New crop Red Delicious is peaking on 80/88/100's and the early fruit is high in color. The fruit is maturing late so availability is still light and the demand has been strong. There is still some good quality red delicious C.A. fruit around too. Golden Delicious are heavier to the premium grade and are peaking on 88/100 size. Granny-Smith is smaller this year and is spread mostly between 88/100/113's. The early Granny's are also mostly of the premium grade. Small Galas are still abundant as they are also peaking between 88 and 113's. The early Gala's are also high in color. Washington Honey Crisp is available and remains very large. Many shippers have size 27's and 36's! A few suppliers will start packing Jona-Golds, Fuji's, & Braeburns this week. California continues to pack a few Grannies' and they are still heavier to 100's and smaller but California is cleaning up.

Asparagus ↔ This commodity is firm. Supplies are light out of Peru, and jumbo sizing is non-existent. Mexico production is heaviest to small and standard sizing. There production is light, and low supplies are expected throughout the week. Continue to place orders early. Expect supplies to be light throughout the week.

Avocado ↔ California harvest is winding down with only a few shippers packing a couple times a week and should be done soon. Mexico supplies

are increasing and will continue to do so. We are beginning to see lighter supplies from Chile as they begin to ship a larger percentage of their fruit to the other markets of the world.

Bell Peppers Western ↑ Rain in California has the harvest shut day for a couple of days, so supplies will tighten going into the weekend. The crop on green bells will continue to producing steady volume as soon as they can harvest. Colored bell supplies are good and demand remains steady. **Eastern** ↔ Georgia has started with some Bell Peppers. Bell Peppers are still available in Michigan, but the deal is winding down. Quality has been good and demand is steady.

Broccoli ↔ This market is firm on bunched product as well as crowns. Supplies are moderate but demand is light, so there are no issues with orders being filled. 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 Steady. Supplies continue to strongest to twelve counts and deals are being offered for volume orders so try and promote as much as possible. 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 flat on large sizing. Supplies continue to be strong in Salinas and Santa Maria with most suppliers. All sizing is available. Thirty-six and forty-eight counts are lighter in supplies are demanding a higher price. The quality is being reported as strong in terms of quality and texture. Promote large sizes 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. Some shippers are finished or will finish Val's over the next 7 to 14 days. Valencia supplies will be limited 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 is steady. There are a few suppliers that are very light and are pricing four dollars over the market. Overall, supplies are ample to fill all orders. The market is stable on green and red leaf. Demand has slowed up compared to the previous week. There have been some issues of tip burn and decay with all leaf items. The plants are getting tired at this time of the season and the quality will not be as strong as in past months. **Iceberg** ↔ This market

is steady with shippers. Some suppliers are offering load volume pricing to begin the week so promote as much as possible. Supplies are expected to be strong 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. Rains are expected over the next three days with the heaviest rainfall coming on Wednesday.

Melons **Cantaloupes** ↔ The Westside district is finishing up quickly with little to no demand. It will take a while for the industry to get to better. The desert has started up in a light way and will have better availability by mid October. Nogales should start Cantaloupe in 1-2 weeks.

Honeydew ↑ Good availability continues this week; the market is steady with good demand. The Westside is also finishing up on dewes. Arizona will start in a light way this week with product running very large. Nogales should get going with limited supplies this week as well.

Onions ↓ Yellow onions continue to vary widely in price depending on the area. Most packers continue to peak on jumbos and mediums and will deal for volume orders. The demand remains fair to light in all areas and the supplies are plentiful as the harvest continues. Colorado is still light on yellow supplies. California still has a few yellows and that market is steady but the volume is limited. Reds are plentiful in Washington and the volume deals remain but the demand has picked up. Colorado & Idaho still only have mixer volume of reds. White supplies are up slightly and the market is down slightly. The yellow quality has been excellent in all areas.

Potatoes ↔ The potato market is steady in all areas. A couple Idaho suppliers have started packing Burbanks but most are still running norkotahs. Most growing areas are still heavy to small counts but the larger counts are more available. Most packers will deals on volume orders for any size. Stockton, California continues to pack colored potatoes of all colors but this is their last week! Next week we will be shipping from Bakersfield. Washington & Minnesota both continue packing reds and golds. Washington has good numbers of reds, a few more golds, and a few more whites. Minnesota is finishing while North Dakota is just getting started packing reds and golds. N.D. has more reds than golds right now. Wisconsin continues packing reds, whites, and golds and supplies are good. The California, Washington, and Wisconsin quality has been excellent while Minnesota has been fair.

Tomatoes **Eastern** ↔ With the advent of the California rain, tomato buyers will be looking to the Eastern Shore of Virginia & Maryland for the sporadic yields from their fall crop, and also the new fields from the Panhandle of Florida near Tallahassee over the next week. Early reports are that the central Florida crop in Palmetto/Ruskin is due to kick off in mid- October at the earliest, more likely towards the 20th-25th of this month. **Western** ↔ A storm front has moved in from the Pacific Ocean to the San Joaquin Valley in California, curtailing harvest & putting the quality & condition of the mature green tomato

crop in jeopardy. Early reports show that most areas have received at least a half-inch of precipitation, and in the past this amount of rain has shown to lessen yields & hurt the crop in general. Lower high temperatures in the central valley have also scaled back maturity.

