



fresh Directions

October 13th, 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 fairly light and the demand has been strong. There is some good quality red delicious C.A. fruit around still. Golden Delicious is still heavy to the premium grade and is still peaking on 88/100's. Granny-Smith is smaller this year and is peaking on 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 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 market is firm. Supplies on jumbo grass out of Peru has picked up. Mexico production is heaviest to small and standard sizing and supplies are only moderate. Jumbo sizing are non-existent coming out of Mexico. Production is expected to be light throughout the week. Continue to place orders early.

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 disrupted harvest and will be light for a couple of days. 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, but harvesting will be slowed down this week due to rains. With Florida still another 10-14 days away and the northern regions all but finished, the pepper market should get a bit tighter in the coming days.

Broccoli ↔ The market is steady on bunched product as well as crowns. Supplies are moderate at best. 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. Supplies look to be lighter by the end of the week.

Cauliflower ↔ This market continues to be steady. Supplies are heaviest to twelve counts although nine and sixteen counts have increased in volume. Pricing is very competitive throughout the industry. 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. 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.

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 10 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 to second week of November.

Lettuce Leaf ↔ The romaine market is slightly higher compared to the previous week. There are a few suppliers that are very light and are pricing three dollars over the market. 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 continues to stay steady. There

are a few suppliers looking to move load volume at discounted pricing to start the week. Supplies will be good 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. Huron lettuce will start as early as the 12th of October. The following week will have more production available.

Melons **Cantaloupes** ↑ The Westside district is finishing up quickly with little to no demand. Extremely limited availability. The desert has started up in a light way and will have better availability by mid October. All fruit in the new growing areas is running large. Nogales should start Cantaloupe in a couple of weeks.

Honeydew ↑ Availability is limited with Westside shippers finishing up and Arizona/ Mexican product running mostly to 5's and just starting up. It will take a couple of weeks for good volume to come on.

Onions ↓ Northwest Yellow onions are mostly steady in all areas. Jumbo and medium yellows are the most available and most shippers will deal for volume. 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 remains limited. The yellow quality has been excellent in the northwest. Reds are still plentiful in Washington and some of the volume deals remain but the demand is stronger. Colorado & Idaho still only have mixer volume of reds. White supplies are up slightly in all areas and the market is down a little.

Potatoes ↔ The potato market is steady in all areas. Supplies are a bit limited today because of the rain and snow that hit on Thursday and Friday of last week. Several Idaho suppliers have started packing Burbanks. Most areas are now peaking on 70-count and larger. However, most shippers will deals on volume orders for any size. Stockton, California is finished packing colored potatoes for the season. Washington & Minnesota both continue packing reds and golds. Washington has good numbers of reds, a few more golds, and a few whites. Minnesota is finishing while North Dakota is just getting started packing reds and golds and they still have more reds. 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.

