



# fresh Directions

October 27th, 2011

*An informative weekly fact sheet for the produce procurement professional.*

**Apples** ↓ Red Delicious is generally more available but is still higher in color so they are not yielding much fancy-grade fruit. Reds are heavy to the 80-100's. Golden Delicious is still producing mostly Washington Extra Fancy grade fruit and is peaking on 88/100's. Granny-Smith is peaking on 88's-113's and is producing a lot of the premium grade. Small Galas are still available but supplies are lighter as they are all in storage now and Mexico is pulling a lot. Galas are still heavy to 88/100/113 sizes. Washington Honey Crisp remains very large. Most suppliers have only 88's and larger and are heavy to the 64 size and larger. Cameo's, Pink Lady's, Jona Golds, Fuji's, & Braeburns are also still available. California has limited volume of Pink Ladies.

**Asparagus** ↔ This market is steady on small and standard sizing being produced in Mexico. Supplies on jumbo grass are fair out of Peru. Mexico production continues to be very light on jumbo sizing and is commanding a premium price. Continue to place orders early. The quality out of both growing regions are having issues of soft tips and browning.

**Avocado** ↔ Mexico inventories are lower, but steady with harvest retuning back to normal. Chile has cut back imports to the US by 30% as they are shipping a larger percentage of their fruit to Europe, this will affect the overall available supplies and firm the market.

**Bell Peppers** Western ↔ The Central Valley and Oxnard crop on green bells are beginning their seasonal decline, and overall volumes are dropping. Green bells are beginning out of the California desert in a light way this week. No real volume until mid November. Colored bell supplies are dropping as they are starting their seasonal decline. **Eastern** ↓ With Florida now working pepper and South Georgia still producing decent volume of pepper, the market is beginning to soften. Watch for a slowly declining market heading into the weekend. Quality has been good despite recent heavy rains.

**Broccoli** ↔ This market is softer on bunched product as well as crowns. Supplies are stronger in the Salinas valley and deals are being offered on volume orders. Salinas and Santa Maria continue 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 in both Salinas and Santa Maria. Supplies continue to be strongest on twelve count sizing. There are also decent supplies on nine and sixteen counts. The overall quality has been good. This market could p/u at the end of the week depending on demand. Suppliers have moderate availability.

**Celery** ↔ This market is continues to be flat. Suppliers continue to be strong in Salinas and Santa Maria on most sizing.

All sizing is available. Thirty-six count sizing has picked up in production and deals are being offered. The quality continues to be good with no major issues to report at this time. Production in Oxnard will begin by the end of this week, which will give customers three growing areas to choose from.

**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 soon. 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 continues to be steady. The market is steady on green and red leaf as well. Demand is light. There continues to be sporadic issues of tip burn and decay with all leaf items upon arrival. Please remember these plants are tired and quality will not be as strong as in past months. Yuma production will begin with a few suppliers the first week of November. **Iceberg** ↔ This market is higher. Supplies in Salinas are drying up and the quality is suspect. Early field reports in Huron indicate potential insect problems,

which is typical of this fall transitional acreage. Carton weights along with head size will be on the smaller, lighter side. Huron is also showing pale color with most suppliers. Expect lettuce to be active throughout the week.

**Melons** **Cantaloupes** ↑ For the most part Mexican growers are just starting to scratch this week. Most of the fruit in Nogales and Yuma will be large starting off and very limited. The Arizona fruit is now running very small as the first fruit out of the fields has cleaned up. Cantaloupe continues to be very limited this week with a very strong market. Demand is better. **Honeydew** ↑ Mexican honeydew crossing over into Nogales is still running mostly to 5's. The small fruit will continue to be limited this week. Arizona fruit is available but lighter this week as the first fields are cleaning up. The market is steady with light demand.

**Onions** ↔ Washington yellows are steady on all sizes but some volume deals remain. Most of the Idaho/Oregon shippers are also steady but the volume deals have gone away. The Boise, Idaho/Ontario, Oregon is currently getting subfreezing night time temperatures which could end the harvest for the suppliers who weren't finished. Jumbos and mediums are still the bulk of production in all areas. Colorado still has limited volume of yellows with some on the eastern side and some on the western slope. California has a few yellows and they are also steady with limited volume. The northwest yellow quality has been excellent. Reds remain plentiful in Washington and some of the volume deals remain but the demand is stronger. Idaho's red volume is higher and they have some volume deals as well but for mixers the market is steady. White

supplies are up slightly in all areas but the market is steady.

**Potatoes** ↔ Idaho norkotahs and Burbanks are mostly steady on all sizes. Larger counts are still plentiful while 80-count and smaller and consumer bags remain limited. The peak sizes in Idaho are 50's & 60's and there are some volume deals on 70's and larger. Washington is also mostly steady and they are peaking on 60's and 70's but are also short on the smaller counts. Colorado is peaking on 40 and 50's with very few 80-count and smaller. Bakersfield, California continues shipping colored potatoes and all sizes are available. Washington & North Dakota both continue packing reds and golds. Washington has good numbers of reds, a few more golds, and some whites. Wisconsin continues packing reds, whites, and golds and supplies are good. Idaho has started packing a few red and gold potatoes which will work to minimize pick-ups. The California, Washington, and Wisconsin quality has been excellent.

**Tomatoes** **Eastern** ↔ The northern Florida deal in the Quincy/Tallahassee area never really got off the ground due to a variety of factors, and the thrust of Florida mature green tomatoes until around Thanksgiving will be in the Palmetto/Ruskin district near Tampa. Early reports of quality are fair to good, with very light volume so far. Look for harvests and yields to increase in the next two weeks, as more of the mature green buying transitions over from California. **Western** ↔ One by one the mature green tomato growers in the San Joaquin Valley of California are finishing up for the season. Markets are stable for the most

part, and product is good considering the rains that fell earlier this month that at the time curtailed harvest and hurt quality. Buyers are not yet quite ready to make the transition to Florida, thus are making their current purchases from the best California growers from a reputation standpoint. Reports have virtually all the shippers in the Valley being finished by the 10th of next month.

