



fresh Directions

November 10th, 2011

An informative weekly fact sheet for the produce procurement professional.

Apples ↓ Reds are mostly high color but there are more of the lower grades now. They are also still peaking on 80-100's. Golden Delicious is producing mostly 88/100's in the Washington Extra Fancy grade. Granny-Smith is still heavy to 88-113's and are producing more of the higher grades. Small Galas are still available but the availability remains light as they are all in storage now and the Mexican export demand is strong. They are still peaking on size 88-113's. Washington Honey Crisp is still very large. Most suppliers have only 88's and larger and are peaking on 64's and up. Cameo's, Pink Lady's, Jona Golds, Fuji's, & Braeburns are also still available. California is essentially finished with apples for the season.

Asparagus ↔ This market is stronger to begin the week on small and standard sizing being produced in Mexico. Mexico production continues to be very light on jumbo sizing and is commanding a premium price. Peruvian product is moderate in availability. The quality out of both growing regions are having issues of soft tips and browning. Demand has picked up, overall.

Avocado ↔ Mexico inventories and harvest are steady and looks to stay this way over the next couple of weeks. Chile's lighter volume to the US looks to stay through November.

Bell Peppers Western ↔ The Central Valley and Oxnard crop on green bells are finishing up for the season. Green bells have begun out of the California desert in a light way. No real volume until mid November. Colored bell supplies are dropping as they are starting their seasonal decline. New crop has started with a couple of shippers in the California Desert, with more coming on line over the next 2 to 3 weeks. Eastern ↔ South Georgia continues to work pepper and now Florida is as well. However, a weekend of heavy rains throughout central and southern Florida has slowed down picking, keeping the market from dropping. Demand continues to be strong and the market has been holding steady for a few days now. It should stay at the current levels until Florida weather dries up.

Broccoli ↔ This market is active on bunched product as well as crowns in all growing regions. Supplies are light in the Salinas valley as well as Santa Maria. Salinas and Santa Maria continue to be the two main growing regions for this commodity. Yuma will not begin production early like lettuce or leaf items. There are no major quality issues to report at this time.

Cauliflower ↑ This market is extremely active with all shippers. Supplies are very light in Santa Maria and

Salinas. Suppliers continue to have the best availability on twelve count sizing. The overall quality has been good. Shippers will be light in availability for the rest of the week, and expect pricing to increase.

Celery ↔ This market is active on all sizes. Suppliers continue to be heaviest in availability to the 24 counts. Salinas and Santa Maria as well as Oxnard are in production. Cool weather and rains has slowed down production. Demand has increased significantly. The quality is good with no major issues to report at this time.

Citrus Lemons ↔ Supplies are steady, but as we move forward into the month look for small fruit to lighten up as the new Desert crop is looking at peaking on the larger sizes. Mexico's crop is past their peak and they are peaking on large sizes also. **Oranges** ↔ The Valencia season is coming to the end. Some shippers will have Val's this week, but peak sizing looks to be 88's and 72's. Supplies on 113 and 138's will be limited. The harvest of the Navel crop will begin in a limited way last week and more readily available as the week progresses. Volume should hit by the 4th week of November.

Lettuce Leaf ↔ The romaine market is very active. The market has also picked up on all other leaf items. Demand has gotten stronger. Cooler weather and rains has slowed production and supplies are expected to be light to moderate throughout the week. 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. There is a little leaf in Huron if desired. **Iceberg** ↔ This market is very active. Supplies in Salinas are getting very light. Weights are down and head sizing is very irregular. Lettuce carton weights along with head size will be on the smaller, lighter side for the entire product that is being harvested in Huron as well. Huron is also showing pale color with most suppliers. The rains and cool weather will make production numbers light throughout the week on this commodity.

Melons Cantaloupes ↓ Cantaloupe volume has leveled out in Nogales with good availability product is still running large. The Arizona grown fruit is still running to the small sizes with a little better availability this week. The cantaloupe market is showing a little strength this week. **Honeydew** ↓ Mexican honeydew's crossings into Nogales are running on the larger size, still peaking on 5's. The small fruit will continue to be limited for the near future. Arizona grown fruit is available with product running to the small sized fruit. The market is steady.

Onions ↓ Northwest yellows are steady to lower on jumbo and medium yellows while colossal and supers are steady. Most of the Idaho/Oregon shippers have larger size and will deal more on colossal than mediums. Colorado still has limited volume of yellows with some on the eastern side and some on the western slope. California still has a few yellows but the volume is limited. The northwest yellow quality has been excellent.

Reds remain plentiful in Washington and the volume deals remain Idaho's red volume is still more for mixer loads but there are some volume discounts. White supplies are steady in all areas along with the market. Plan ahead over the next few weeks as we expect freight rates to remain very high due to the current shortage which will only worsen as demand picks up!

Potatoes ↔ Idaho potatoes are steady to lower on the larger counts. 80's through 120's and consumer bags remain short and supplies will only get tighter this week due to holiday demand. Idaho is still peaking on 50 & 60 count. Washington is mostly steady on all sizes and they continue to peak on 60's and 70's but are also limited volume on the smaller counts. Colorado is peaking on the middle sizes now. Plan ahead over the next few weeks as we expect freight rates to remain very high due to the shortage of trucks! 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 ↔ While there are still limited supplies in the Quincy/Tallahassee district in northern online for the fall deal in the Palmetto/Ruskin area near Tampa. Although there have been heavy rains off & on over the

last month as the fruit has been maturing, present quality is reported as fair to good and sizes are trending towards x-large, with not as high percentage of large & medium sizes. Florida, more grower/shippers are coming **Western** ↔ Every year the week is at a slightly different time, but this could be called "transition week" in the mature green tomato business. The San Joaquin Valley in California is down to just a couple of shippers that are still picking, and reports are that while shelf life is not what it was earlier in the season, quality is still relatively good given the time of year. That being said, California tomatoes are still product of choice in repackers' warehouses around the country, but these western supplies should dwindle over the next two weeks.

