



fresh Directions

November 17th, 2011

An informative weekly fact sheet for the produce procurement professional.

Apples ↓ Red Delicious is heavier to the higher grades but there is more lowered colored fruit now too so the lower grades are available. And Reds continue to peak on 80-100's. Golden Delicious is still packing mostly 88/100's in the Washington Extra Fancy grade. Granny-Smith is producing mostly 88/100/113's and continues to be heavy to the higher grades. Galas are mostly small but Mexican export demand remains strong so the availability is light. Galas are still peaking on 88-113's. Washington Honey Crisp is still very large but supplies are light as most suppliers are nearing the end of the season for them. Cameo's, Pink Lady's, Jona Golds, Fuji's, & Braeburns are also still available.

Asparagus ↔ This market is steady on product from Mexico. Mexico production continues to be very light on jumbo and extra large sizing and is commanding a higher price. Supplies are predominately small and standard. The quality has been reported as being good. Peruvian product is moderate in availability.

Avocado ↔ Mexico inventories and harvest continue steady and looks to stay this way over the next couple of weeks. Chile's volume coming to the US is light looks to stay through November and into December.

Bell Peppers Western ↔ Continuing increase in Green bell pepper supplies from Mexico as additional growers begin new fields. Market will remain steady

as Thanksgiving demand continues. Colored bell peppers are expected to start in early to mid December. Coachella is currently shipping green bells with colored bells beginning in approximately two weeks as weather permits. Colored bell markets are definitely on an upward trend as transitions proceed and production gaps. **Eastern** ↔ South Georgia is working the last of their pepper crops, which have been depleted by a weekend of below freezing temps. However, with Florida starting to work pepper, there is still decent supply in the southeast. Demand continues to be strong and the market should hold steady for the next few days.

Broccoli ↔ This market is active on bunched product as well as crowns in all growing regions. Many shippers have begun the week sold out. Supplies will be light in the Salinas valley as well as Santa Maria for the entire week. Salinas and Santa Maria continue to be the two main growing regions for this commodity. Yuma will not begin production until December.

Cauliflower ↑ This market continues to be very active with all shippers. Supplies are very light in Santa Maria and Salinas. Supplies will continue to be light throughout the week Suppliers continue to have the best availability on twelve count sizing. The overall quality has been good. Expect pricing to get stronger throughout the week.

Celery ↔ This market is stronger 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 small fruit is getting snug as the Ventura crop is done and we start to feel the tightness of the short Desert crop this year.

Oranges ↔ The Navel crop quality looks very nice. Fruit is gaining better color. With cool weather forecast, we will see continued improvement in color.

Lettuce Leaf ↔ The romaine market is stronger with all suppliers. The market has also picked up on all other leaf items. Demand is up. 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. The main growing areas are in Salinas and Yuma. Supplies out of Santa Maria are very light. **Iceberg** ↔ This market continues to gain strength. Lettuce carton weights along with head size will be on the smaller, lighter side for the entire product that is being harvested in Huron. Huron is also showing pale color with most suppliers. Production in Huron will finish up this week and suppliers will be in Yuma Monday.

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 lighter volume coming in. Product is still running large. The Arizona grown fruit is still running to the small sizes volume starting to lighten up also. The offshore season is starting with product availability in Pompano Beach starting off in a very light way. The cantaloupe market is steady.

Honeydew ↓ Mexican honeydew crossings into Nogales are 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. Some limited availability of offshore product coming into Florida.

Onions ↓ Idaho, Oregon, & Washington are all steady to lower on yellows. Good supplies and light demand are keeping the market down. Idaho/Oregon still has more jumbos and colossals while Washington has more jumbos and mediums, and both areas will discount for volume. Colorado still has limited volume of yellows with some on the eastern side and some on the western slope but supplies remain light. The northwest yellow quality has been excellent. Reds are still plentiful in Washington and the volume deals remain. Idaho is still lighter on red supplies but they will discount a little for volume. The markets in both areas are steady on jumbos and mediums but the mediums are still short due to Mexican export. White supplies are mostly steady but some suppliers are lighter and thus higher in price. Continue to plan ahead over the next few weeks as we expect freight rates to remain very high.

Potatoes ↔ The Idaho potato market is flat on all sizes. Most shippers are still packing larger potatoes and are short on small ones. Good supplies and lighter demand have kept the market steady. The tightest commodity right now is transportation! Washington's market is also steady on all sizes and they continue to peak on 60's and 70's while 80's and smaller are short. Colorado is very limited on all cartons right now because most shippers have big potatoes and are putting them in their consumer bags. Bakersfield, California continues shipping colored potatoes and all sizes are available. Washington & North Dakota both continue packing reds and gold's. Both areas are heavier to A size and then B's but is short on premiums. Wisconsin continues packing reds, whites, and golds and supplies are good. Idaho continues packing reds and golds as well and they are also peaking on A size. Quality has been excellent in Washington while Wisconsin and North Dakota has ranged from excellent to fair.

Tomatoes **Eastern** ↔ The Palmetto/Ruskin mature green deal in central Florida has been noticeably slow to hit stride volume-wise this season, and with the abrupt ending to mature greens coming from California, prices have spiked & Florida has control for the time being. Quality is improving each week, but with a definite demand exceeds supply situation presently, it appears that only higher pricing from here on out can stop movement until Mexico comes into the picture around mid-December. Look for the next Florida district in Immokalee/

Naples to begin production slowly within the next two weeks. **Western** ↔ Virtually all mature green tomatoes from the San Joaquin Valley in California have been picked & have gone through the distribution pipeline. Nogales, AZ crossings have been very low, but vine ripe production looks to pick up a little steam each week, and talk is that by mid-December they will have enough product to affect the very strong FOB market, which at this point is being totally controlled by Florida.

