



fresh Directions

April 21, 2011

An informative weekly fact sheet for the produce procurement professional.

Apples ↑ Washington Red Delicious continues to peak on high colored fruit and the smaller sizes. Many suppliers continue to ration their Reds out so they can ship until new crop starts. Golden delicious are peaking on 100's and larger and remain heavy to the Washington extra-fancy grade. Galas are still producing mostly 100/113's and have good color but supplies are light. Large Gala's remain very short! The smaller Gala shippers will finish fairly soon so expect a stronger market as we approach May. Imported Galas are available on both coasts and are peaking on 90/100's with good color. Washington Granny-smith is still very large and is heavy to 88's and larger. Most packers continue to sub sizes and grades on Granny orders of smaller fruit. Fuji's are still high in color and continue to peak on 88's and larger. Small Fuji's remain very tight and will get tighter as the Gala supplies drop. Cameos, Braeburns, and the other Washington varieties are cleaning up for the season.

Asparagus ↔ This market is firm on all sizing except jumbos. Supplies continue to be light out of Mexico and domestic product is light to moderate in availability. Supplies continue to be good on jumbo sizing and better pricing can be had for this size. Peruvian product is moderate in availability. Mother's day pull is right around the corner so book orders early on this commodity.

Avocado ↔ Avocado supplies crossing in from Mexico are light. Harvest this week and next is lighter due to Easter Holiday. California harvest is improving, but there is insufficient volume to meet demand through to spring and summer. There is upward pressure on pricing and expect this trend will continue.

Bell Peppers Western ↓ Green bells out of Mexico will continue with limited supplies, this includes the few small Mexican growers with their spring crop. California's Desert crop has started with volume beginning to come and other shippers coming on line by the end of next week. Colored bells remain very light in supplies due poor quality and growers finishing for the season and others beginning to finish. Supplies will be very short for 3 weeks. Baja has started with fair supplies. The California desert starts mid May to the end of May. **Eastern** ↔ Peppers in Florida remain mostly in a crown pick stage, with sizing being primarily jumbo and XL. Very few off-grade sizes available, quality has been good and pricing remains steady from last week.

Broccoli ↓ This market is lower on bunched product as well as crowns. Expect pricing to be very aggressive throughout the week as product is abundant with many suppliers. Production is coming out of Santa Maria and Salinas. Ideal weather conditions have made this commodity more readily available.

Cauliflower ↓ The cauliflower market is softer compared to the beginning of the week. Supplies have picked up out of Santa Maria and Salinas. Twelve counts continue to be the best in availability. There have been some reports of brown spotting upon arrivals coming out of all the growing regions.

Celery ↑ This market is stronger on all sizes. Suppliers are lighter in availability on large sizes. Current production is coming from Oxnard and Santa Maria. The Oxnard production is lighter compared to last week, while in Santa Maria is only moderate. Salinas will not begin production until the middle of May.

Citrus Lemons ↔ Demand is increasing with the supplies of 165's and smaller is decreasing. Small choice fruit is very tight. **Oranges** ↔ We are seeing the size in the orange crop peaking with the 88/113's. The quality continues to be very good with peak sizes running to 88's and 113's.

Lettuce Leaf ↑ The romaine market is stronger in all the growing regions. Production numbers are lighter in Huron, as well in Salinas. The market is extremely tight on green leaf. Huron is almost finished and Salinas' production is light for the week. This is the reason for the markets on this commodity to be active. There has been some insect sightings on the outer leaves of romaine in Huron so please be aware. Expect markets on all leaf items to be strong for the rest of the week. **Iceberg** ↔ This market

is firm with most suppliers. Production numbers are moderate in Huron and Santa Maria. Salinas' production will be better towards the end of the week. Demand was weaker to begin the week. There continues to be reports of discoloration, ribbing and decay that seen sporadically upon arrivals. Huron weights have been averaging 39-44 pounds. Some reports show insects are occurring on the outer wrap leaves so please be aware.

Melons Cantaloupes ↔

Cantaloupe is coming in with good volume. Quality is still excellent with most shippers. Easter pull is definitely here but with the lack of trucks coming out of Florida the market remains steady. **Honeydew** ↓ Dews are coming in with good volume and quality. Price remains steady here as well due to the lack of transportation.

Onions ↔ Only a couple shippers are still packing yellow in the northwest and they will continue for the next two to three weeks or longer. Northwest yellows are steady to lower on all sizes due to light demand. The quality on storage yellows has been mostly good. Texas yellows are peaking on jumbos and colossals while mediums & prepacks are very limited. The quality from Texas and has been good. Vidalia, Georgia started packing yellows this week and California will start packing in the Imperial Valley next week. Reds are steady to lower in the northwest with clean-up deals available. Texas reds are steady to lower. The storage and new crop red quality has been good. Northwest whites are still steady to lower but are extremely limited. Texas whites are steady and heavy to jumbos while mediums remain limited.

Potatoes ↔ Idaho is still peaking on the smaller counts but they are in short supply this week because of the Easter demand. The market remains mostly steady on all cartons but there some volume deals available on 80 counts and larger. Idaho's quality is still mostly good but some lots of Burbanks are showing some hollow-heart and internal black spotting. Washington Norkotahs continue to vary in size. Washington is up slightly on the large counts and steady on all other sizes. Their quality has been good. Colorado is steady on everything. They continue to peak on 70 counts & smaller. Bakersfield, Ca. is still shipping colored potatoes and the availability is better on all colors because the desert production is up. Golds and whites remain more limited than the reds. Florida production is increasing and they continue packing all colors. Reds are still the bulk of their production while the whites and golds are more limited. Florida's pricing is lower now that supplies are increasing. Minnesota & Wisconsin both continue to pack a few reds and the market is steady but availability is light.

Tomatoes Eastern ↓ The market has begun to dip on rounds but not as much as anticipated due to the fact that Florida currently supplies the nation. The larger sized rounds are still somewhat tighter than the smaller sizes. Extended periods of hot weather in those growing regions are ripening up the fruit quickly which might bring an earlier than usual end to the Immokalee fruit and even the new crops that will be coming out of the Palmetto, Ruskin area. Romas remain the most difficult item and the

market is up again this week. The current high market should continue as we are currently in Florida's "peak" season for Romas. Grape tomatoes are dropping again with the end of the Easter pull and cherries continue with their seasonal market decline. **Western** ↓ Wet, cold weather in California will late as July before we start seeing any significant volume from the west. What little is left crossing has become inexpensive and of marginal quality. Most western demand has turned to Florida where the quality and volume is becoming more consistent. Eastern: The market has begun to dip on rounds but not as much as anticipated due to the fact that Florida currently supplies the nation. The larger sized rounds are still somewhat tighter than the smaller sizes. Extended periods of hot weather in those growing regions are ripening up the fruit quickly which might bring an earlier than usual end to the Immokalee fruit and even the new crops that will be coming out of the Palmetto, Ruskin area. Romas remain the most difficult item and the market is up again this week. The current high market should continue as we are currently in Florida's "peak" season for Romas. Grape tomatoes are dropping again with the end of the Easter pull and cherries continue with their seasonal market decline.

