



fresh Directions

April 28, 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. Most suppliers are still rationing their Reds out in order to stretch their storage supplies until new crop starts. Golden delicious are still heavy to 100's and larger and are packing mostly Washington extra-fancy. Galas are peaking on 100/113's and have good color but supplies are lighter. Large Gala's are still very limited. The smaller Gala shippers will finish this month so expect a stronger market as we approach May. Imported Galas are available on both coasts and are peaking on 90/100's. Washington Grannysmith remains very large and is peaking on 88's and larger. Most packers continue to sub sizes and grades on Granny orders of smaller fruit. Fuji's are 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 fast!

Asparagus ↔ This market is firm. Supplies are stronger out of Mexico as the Easter pull is over. Mother's day pull is right around the corner. Supplies continue to be good on jumbo sizing and better pricing can be had for this size. Peruvian product is moderate in availability.

Avocado ↔ Avocado supplies crossing in from Mexico are light. 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 good volume. 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 2 weeks. Baja has started with fair supplies. The California desert starts mid May to the end of May. **Eastern** ↔ More volume starting to come in to Central Florida. Prices remain steady. Quality has been good and so is demand. There are now some smaller sizes becoming available.

Broccoli ↔ This market continues to be flat on bunched product as well as crowns. Expect the availability to get tighter towards the end of the week, but for now good deals are still available. 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. 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. This will likely continue throughout the week. Expect pricing to get stronger next week.

Celery ↑ This market is active on all sizes. Suppliers are very light in availability on all sizes. Current production is coming from Oxnard and Santa Maria. This will continue for the rest of this week and next. 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 softer. Production numbers are almost finished in Huron. The market continues to be tight on green and red leaf. Salinas and Santa Maria production is light. This is the reason for the markets on this commodity to be active. Expect markets on all leaf items to be up and down throughout the week.

Iceberg ↔ This market is steady with most suppliers. Production should be finished up in Huron by the middle of the week. Production numbers are moderate in Salinas and Santa Maria. Salinas' production will be better towards the end of the week. There continues to be reports of discoloration,

ribbing and decay that seen sporadically upon arrivals.

Melons Cantaloupes ↔

Offshore Cantaloupe looks like they will start finishing up next week for several shippers. We should see availability of offshore product through the second week in May. Mexico has started crossing into Nogales with good quality. Coachella should start up in a light way with new crop the second week of May. **Honeydew** ↔ Honeydew continues to come into Florida and California with good quality. We should see offshore product available through the middle of May. Nogales is getting good supplies of honeydew in running to large sizing and the quality is very good. Look for Coachella to start up toward the end of May.

Onions ↔ Only a couple shippers are still packing yellows in the northwest and they will continue for the next week or so. Northwest yellows are steady on all sizes with light demand. Texas yellows are still peaking on jumbos and larger and have very few mediums & prepacks. Yellows in Texas are steady to lower and their quality has been good. Vidalia, Georgia continues packing sweet yellows and they are priced slightly lower. A couple California shippers have started packing yellows and they are priced slightly lower than yesterday. Reds are steady in the northwest with clean-up deals available. Texas reds are mostly steady with some higher and some lower. The red quality has been good. California reds are very limited but volume will pick up next week. Texas whites are steady and still heavy to jumbos but short on mediums.

Potatoes ↓ Idaho potatoes are still mostly small but the better availability right now is in the larger counts. Now that Easter is behind us the availability the smaller counts and consumer bags will get better. The market remains mostly steady the smaller counts but there are some volume deals still available on the larger sizes. Idaho's quality is still mostly good but some Burbank lots have had hollow-heart and internal black spotting. Washington Norkotahs continue to cover the size spectrum. They are steady to slightly lower on all sizes and their quality has been good. Colorado is steady on all sizes and they are still peaking on 70's and smaller. Bakersfield colored potatoes supplies are much better now that they are into the later desert product. They are still producing mostly reds, then golds, and lastly whites. Florida continues to pack 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 on the east continues to drop as growers break more fields farther north in Florida. The larger sized rounds are still somewhat tighter than the smaller sizes. The roma market has seen a dramatic downward turn that should continue as the newer growing regions begin to ramp up. Grapes and cherries are off just a bit. Demand on all Florida tomatoes has stayed strong and the quality improves weekly. **Western** ↓ Wet,

cold weather in California will delay the start of their season. Pricing in Nogales continues to drop. It could be as 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. There are some new crop roma supplies available out of Mexico but the sizing is small and the color is light. Most western demand has turned to Florida where the quality and volume is becoming more consistent.

