



# Fresh Directions

May 5, 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 Granny-smith 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 on all sizes. Supplies are stronger out of Mexico as the Mother's day pull is all but over. Domestic supplies are also stronger. Supplies have tightened up on jumbos and pricing has gotten stronger on this size. Peruvian product is moderate in availability.

**Avocado** ↔ Avocado crossings in from Mexico remain light, but steady. California harvest is good, but lighter than normal and there we will see insufficient volume to meet normal demand through to spring and summer. There will be upward pressure on pricing and expect this trend will continue.

**Bell Peppers** Western ↓ Green bells out of Mexico will continue with limited supplies, over the next couple of weeks as the finish for the season. California's Desert crop has good volume. Colored bells remain light in supplies, but we will see supplies start to come back beginning next week as the California Desert will begin with light production. Baja has fair supplies. **Eastern** ↔ More volume is starting to come into Central Florida. Prices remain steady. Quality has been good and so is demand. There are now some smaller sizes becoming available.

**Broccoli** ↔ This market is flat to start the week 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 stronger with most suppliers. Supplies have tightened 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 throughout the week.

**Celery** ↑ This market is stronger on all sizes. Suppliers are very light in availability on all sizes. Current production is coming from Oxnard and Santa Maria. The Easter and Mother's day pull has caused supplies to be light. Salinas' production is expected to begin approximately 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 has finished up in Huron. The market is a little softer on green and red leaf as well. Salinas and Santa Maria production has picked up due to ideal weather conditions in the growing regions. Expect markets on all leaf items to get softer by the end of the week. **Iceberg** ↔ This market is steady with most suppliers. Production is finished in Huron. Production

numbers are stronger out of 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. The weights have been strong, averaging 43-46 pounds.

**Melons** **Cantaloupes** ↓ We should see availability of offshore product through this week and into next. Mexico has good quality and is crossing better volume this week. Arizona and Imperial Valley look to start up at the end of the month. **Honeydew** ↓ Off shore honeydew continue to come into Florida and California with good quality. We should have availability through next week. Nogales is getting a good supply of honeydew running to large sizing and the quality is good. Look for Coachella to start up toward the end of May.

**Onions** ↔ Texas yellows are still producing mostly jumbos and larger and have very few mediums or prepacks. Prices are steady and their quality has been good. Vidalia, Georgia continues packing sweet yellows and they are steady to slightly lower. California is getting better volume of yellows now and their pricing is also steady. The early California yellows have more mediums than Texas but are also peaking on jumbos. Texas reds are mostly steady and the quality has been good. California has a few reds and they are slightly lower. Texas whites remain steady and are still heavy to jumbos. California white supplies are light.

**Potatoes** ↓ Idaho's market remains steady to lower on all sizes. Some shippers are running seed-tops so they are generating better numbers of the larger cartons. Those that aren't running seedtops are accumulating more of the smaller cartons. There are volume deals available on all sizes right now. Idaho's quality is still mostly good but some Burbank lots have had hollowheart and internal black spotting. Washington is also steady to lower on all sizes right now. The availability in Washington is less than Idaho though. Colorado is steady to lower on all sizes as well. They continue to peak on 70's and smaller. Bakersfield colored potato supplies is much better now that they are into the later desert and Bakersfield product. They are still producing mostly reds, but the white and gold numbers are better. Florida continues to pack all colors. Reds are still the bulk of their production as well. Florida's pricing is steady to slightly lower

**Tomatoes** **Eastern** ↓ The market on the east continues to drop as growers break more fields farther north in Florida. With Ruskin into their crown picking, there is greater availability of the larger sized rounds. Roma supplies have increased as well with demand easing slightly due to the availability of less expensive Romas out of Nogales. All this has brought the roma market down by more than half over the past several days. There should be a continued downward trend for the next few weeks. Grapes and cherries continue to come off gradually. Quality on Florida fruit has been excellent.

**Western** ↓ Pricing in Nogales continues to drop on rounds and Romas. The price drop on rounds is more reflective of an effort to compete with Florida as opposed to abundance of product. Romas, on the other hand, are crossing the border in good supplies, bringing the price down significantly. Quality on this new crop continues to get better, but the overall better quality is still out of Florida.

