



# fresh Directions

May 12, 2011

*An informative weekly fact sheet for the produce procurement professional.*

**Apples** ↔ Washington Reds are still heavy to higher colored fruit but many suppliers are now peaking on 64-88 size fruit. The smaller count demand is very strong especially since the varieties are coming to the end of the season. Most suppliers are still rationing their Red delicious in order to stretch the storage supplies until new crop. Golden delicious are peaking on 100's and larger. Galas remain heavy to 100/113's and have good color but supplies are lighter. Larger Gala's are really short now. Imported Galas are available on both coasts and are peaking on 90/100's. Washington Granny-smith is peaking on 88's and larger and the smaller sizes are still limited. Most packers continue to sub sizes and grades on orders for smaller Granny. 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 nearly finished for the season.

**Asparagus** ↓ This market is softer. Supplies are stronger coming out of Salinas as well as Mexico. Domestic supplies are expected to be good throughout the week. 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; Mexican growers are 75% shipped for this season's

crop. The remaining fruit must last until their new crop starts in August. 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. California's Desert crop has good volume with good demand. Colored bells remain light in supplies, but we will see supplies start to come back beginning the end of the week as the California Desert will begin with light production. Baja has fair supplies. **Eastern** ↔ Volume remains steady in Florida, with some areas beginning to increase in the middle part of the state. Georgia is still a few weeks off. Quality on pepper has been good and demand is steady.

**Broccoli** ↑ This market is stronger on bunched product as well as crowns. Most suppliers are caught up with excess inventories, due mainly to the holiday demand we had. Production is coming out of Santa Maria and Salinas. The weather has cooled off after a few days of heat. This has slowed production as well.

**Carrots** ↔ California carrot supplies are very tight. We will see this shortage go through May.

**Cauliflower** ↑ The cauliflower market continues to be stronger with all suppliers. Supplies have tightened up out of Santa Maria and Salinas. Expect availability to be light throughout the week. 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 continues to gain strength on all sizes. Suppliers are very light in availability. 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 140's and smaller is decreasing. Small choice fruit is 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. The market is also stronger on green leaf. The holiday pull has left many suppliers in a light to moderate availability. Expect supplies to be on the lighter side throughout the week, which will cause pricing to increase. Salinas and Santa Maria production has slowed down. **Iceberg** ↑

This market is more active with most suppliers. Production numbers are lighter out of Salinas and Santa Maria. Salinas' production will be light to moderate throughout the week. There continues to be reports of discoloration, ribbing and decay that seen sporadically upon arrivals. The weights have been averaging 42-46 pounds.

**Melons** **Cantaloupes** ↓ We should see availability of offshore product through this week and cleaning up next week. Mexico has good quality and is crossing good 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 the end of the week. Nogales is getting a good supply of honeydew running to large sizing and the quality is good. Look for Arizona and Coachella to start up toward the end of May.

**Onions** ↔ Texas yellows are still producing mostly jumbos and larger while mediums and prepacks are limited. Prices are higher due to decreased supplies in the Texas valley. Texas is transitioning between the McAllen area and the Laredo, or Wintergarden, area. Vidalia, Georgia continues packing yellow sweets and they are priced lower. California is getting better volume of yellows now and their pricing is mostly steady although they may try to follow Texas up. 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. Expect the red market to climb since the Wintergarden area of Texas does not have the volume that the

valley does. Texas whites are still heavy to jumbos but priced higher due to the transition. California white supplies are light but better than last. The whites out west are slightly higher.

**Potatoes** ↓ Idaho potatoes are lower on all sizes. Some shippers are running seed-tops so they are generating better numbers of the larger cartons while those that aren't seem to be accumulating more of the smaller counts. There are volume deals available on all sizes right now. Idaho's quality is still mostly good but some Burbank lots have hollow-heart and internal black spotting. Washington is steady to lower on all sizes. The availability in Washington is still less than Idaho. Colorado is also steady to lower on all sizes and 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 early Bakersfield product. There are good supplies of all colors available now. Arizona will start packing reds and golds this week. Florida continues to pack all colors and their availability for all is better now too.

**Tomatoes** **Eastern** ↔ With the Palmetto/Ruskin regions going strong now and overlapping with the tail end of the south Florida crops, supplies are plentiful. As is typical with this time of year, the quality on this fruit is exceptional. Demand has waned slightly after the Mother's Day pull but prices remain steady. **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.

