



fresh Directions

May 26th, 2011

An informative weekly fact sheet for the produce procurement professional.

Apples ↑ High colored reds are still the bulk of Washington's production. Lower grade fruit is limited and will remain so as we approach the end of the storage season. The demand on small fruit is still strong and will get stronger now that the varieties have finished. Golden Delicious continue to peak on 100-size and larger and the Washington extra-fancy grade. Galas remain heavy to 100/113's with good color but limited volume as we the end of the storage season approaches. Larger Gala's are still extremely short. Imported Galas are available on both coasts and are peaking on 80/90/100's. Granny-Smiths are heavy to 88's and larger and remain limited on the smaller sizes. Most packers continue to sub sizes and grades on orders of smaller Granny's. 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 domestic Gala supplies drop.

Asparagus ↑ This market is stronger on all sizing. Supplies are light out of California. Production is expected to last until mid to late June in California. Production will be stronger out of Mexico in another month. Peruvian product is moderate in availability.

Avocado ↔ Avocado crossings in from Mexico remain light; Mexican growers are 80% 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.

Bell Peppers Western ↔ Green bells out of Mexico continue with limited supplies. California's Desert crop has good volume, good quality with good demand. Colored bell supplies are improving as we see new shippers in Coachella enter the market. Baja still has fair supplies. **Eastern** ↔ Pepper is winding down in Florida. New crop starting in Georgia, mostly larger sizes available quality and demand have been good. Georgia crop will come on quickly now due to warmer weather.

Broccoli ↔ This market is firm on bunched product as well as crowns. Suppliers are having only moderate availability of product and offers are few on volume orders. Production continues to be coming out of Santa Maria and Salinas. The growing regions have had cool weather and this has kept the product from growing quicker.

Carrots ↔ California carrot supplies remain light, but expect size and supplies to start coming back by the first of June.

Cauliflower ↓ The cauliflower market is softer. Twelve count sizing continues to have the best availability and deals can be made on volume orders.

There continues to be reports of brown spotting being seen upon arrivals. Expect this to continue sporadically throughout the week.

Celery ↓ This market is softer. Supplies has picked up in Santa Maria and Oxnard. This is due to a lack of demand. Salinas' production is on target to begin the first week of June. For now, all sizes have a good availability. There are some issues of seeder being reported, but minimal.

Citrus Lemons ↔ Lemon supplies and demand are about equal, with some tightness on smaller lemons. **Oranges** ↑ Regular navels are expected to continue through May. Sizing in running to 56's/72's/88's with limited numbers on small sizes. The quality continues to be good and eats great. Valencia oranges have started; peak sizes are 88's/113's/138's. Sugar levels are good, but lower than the Navels.

Lettuce Leaf ↓ The romaine market is softer with most suppliers. The market is also lower on green and red leaf. Supplies look to be plentiful for the rest of the week. There have been reports of fringe burn and some red discoloration upon arrival. Salinas and Santa Maria production will be strong throughout the week. Special pricing is available on volume orders.

Iceberg ↔ This market is firm. Overall, supplies are light to moderate at best. Some suppliers are continuing to hold customers to twelve week averages. Salinas' production

will be light 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 lbs. Salinas and Santa Maria continues to be the main regions of production.

Melons Cantaloupes ↑ Off shore fruit has finished up. Brawley, CA product is available but limited with product selling out every day. Nogales still has Cantaloupe available but will start finishing up in the next couple of weeks. **Honeydew** ↑ Off shore fruit has finished up for the season. Brawley, CA product is very limited but available with fruit peaking to 6ct. Nogales has nice fruit available but the market is rising.

Onions ↑ The Texas yellow market is still up due to the limited supplies in Uvalde. The availability in Texas will improve as the week goes on. Texas yellows are still mostly jumbo and colossal size while mediums and pre-packs remain short. Vidalia, Georgia continues packing yellow sweets and they are steady on all sizes. The California market is a little sloppy right now since some suppliers have good volume and others are finishing. The crop is still peaking on jumbos and larger. Texas reds are higher due to lighter supplies. The quality on Texas reds is still good. California red supplies are lower and thus the market is a little stronger. The California quality is also good. Texas whites are still heavy to jumbos but priced higher due to the transition and short supplies. California white supplies are limited and the market remains strong.

Potatoes ↓ The Idaho carton market is steady for now but the volume deals remain on some sizes. The size profile is still fairly small but there are some lots that have good size. Idaho's quality is mostly good but some Burbank lots have hollow-heart and internal black spotting. Washington is steady to lower on all sizes and they are also dealing a little for volume. Colorado is also steady to lower on all sizes. They are still producing more of the larger counts. Bakersfield colored potato supplies is much better now that they are into production of Bakersfield product. There are good supplies of all colors available. Arizona is running reds with excellent color and golds. Florida continues to pack all colors and there are volume deals available in all colors.

Tomatoes Eastern ↑ Now that the overlap in harvesting from the two regions of South Florida and Palmetto-Ruskin is over, the rounds market is turning upward. With Palmetto-Ruskin being the only Eastern region going and demand staying strong, we are seeing higher pricing that is typical for this time of year. Also typical is the excellent quality fruit being harvested that comes with the warmer weather. With the lighter plantings of Romas in Central Florida and northward, control of the Roma market will be out of Mexico for a few more weeks. The focus on the Grape tomato market is back on the East now as Nogales cleans up their supplies. Cherries remain tight as with the Romas, fewer fields are planted each year, particularly as the growing regions move north. **Western** ↑ Bits and pieces of shade house grown vineripes continue to cross into Nogales

as have the beginnings of Mexico's spring crop. Both Nogales and McAllen will be trickling in through early June but pricing there will continue to be quite high due to the minimal volume and marginal quality. Mexico now has control of the Roma market as Florida growing regions move farther north where there are fewer Roma plantings. This will continue to be the case until the end of June when Central California is in full swing. Nogales has seen the last of the crossings of the quality Grape tomatoes with only marginal quality left in that region. The additional demand now being put on McAllen and Florida is pushing that market upwards. The Cherry market is up as well as Mexico finishes up and we wait for the Baja area to begin harvesting in a couple of weeks.

