



# fresh Directions

June 2nd, 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 continues to be firm on all sizing. Supplies are expected to be finished out of California by the end of this week to next week. Production out of Mexico is moderate but expected to pick up in a few weeks. Peruvian product is moderate in availability.

**Avocado** ↔ Avocado crossings in from Mexico remain light; Mexican growers are 83% 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 is dropping in volume quickly as growers are in the down slide as they near the end of their crop. Quality remains very good. The Bakersfield crop on green bells looks to start mid June. Colored bell supplies are good with all shippers going in Coachella. **Eastern** ↔ Peppers continue to load in South Georgia. Volume and quality remain good. Demand is steady and pricing is stable for the past few weeks.

**Broccoli** ↔ This market has more activity on bunched product as well as crowns. Suppliers are having light to moderate supplies and this will occur throughout the week. Production continues to be coming out of Santa Maria and Salinas. The growing regions have had relatively cool to mild temperatures and this has caused production numbers to be lower.

**Carrots** ↔ California carrot supplies and size is coming back as shippers start the Bakersfield crop.

**Cauliflower** ↓ This market continues to gain strength in the marketplace. Twelve count sizing

continues to have the best availability. Most suppliers are expecting light supplies throughout the week. Expect pricing to be active. Brown spotting continues to be an issue on some arrivals so please be aware.

**Celery** ↓ This market is softer. Supplies are has picked up in Santa Maria and Oxnard. Salinas' production with some suppliers should begin in a week so we will have production out of three areas. Currently, all sizes have a good availability except 36s. This size will be light in availability throughout the week. A few reports of seeder are being reported by suppliers, but for now the issue is minimal.

**Citrus** Lemons ↔ Lemon supplies and demand are about equal, with some tightness on smaller lemons. **Oranges** ↑ Regular navels are expected to continue through mid June. 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 are in good supplies; peak sizes are 88's/113's/138's. Sugar levels are good, but lower than the Navel's.

**Lettuce** Leaf ↓ The romaine market continues to be flat. The market is also flat on green and red leaf. Supplies look to be plentiful for the entire 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. The overall quality is strong in terms of weight and texture.

**Iceberg** ↔ This market continues to be softer on this commodity. Salinas and Santa Maria production has increased. The weights on lettuce have been good, averaging 42-46 pounds. The overall quality is the best it has been for months. Salinas and Santa Maria continues to be the main regions of production. Supplies should be good throughout the week.

**Melons Cantaloupes** ↑ Off shore fruit has finished up. Brawley, CA product is available but limited on 12's due to ads. Nogales has finished up for the season on Cantaloupe. Yuma cantaloupe is available with good quality. Product is running very large with small fruit very limited.

**Honeydew** ↑ Off shore fruit has finished up for the season. Brawley, CA product is very limited but available with fruit peaking to 6ct however with ads going on 6ct that will clean those up quickly. Nogales has nice fruit and the market is steady.

**Onions** ↑ The yellow market is mostly steady to slightly higher due to light supplies. There are a lot of different areas going right now but none with significant volume yet. Texas has light volume of jumbo and medium yellows and some reds. The California desert has a few reds and yellows but most of the remaining product there is spoken for. New Mexico will start packing volume next week but does have some reds and yellows now. The San Joaquin valley in California is starting slowly and will have better volume next week. Vidalia, Georgia is steady on yellow sweets but they will be rising due to light supplies. Vidalia will only be shipping for another 10 days approximately. The onion market will calm down by the end of next week but for now stay ahead.

**Potatoes** ↓ The potato market is mostly steady but light demand has many packers offering deals for volume in all areas. Idaho's later Burbanks are larger than earlier in the year so the larger counts are more available, but the bulk of their production is still small. Idaho's quality is mostly good but many Burbank lots have hollow-heart and some have internal black spotting. Washington remains steady to slightly lower on the large counts and steady on the other counts. The Washington storage supplies are low and many of the smaller packers have finished for the season. Washington expects to have storage potatoes through June. Colorado is steady to lower on all sizes with some volume deals on the larger counts. California will begin packing new crop russets in approximately 10 days. Bakersfield colored potato supplies is plentiful in the whites and reds while the golds are more limited. Arizona continues to pack good numbers of reds and golds and they are slightly lower. Florida continues to pack all colors and they have volume deals in all colors.

**Tomatoes Eastern** ↑ Volume out of Florida continues to trend downward as the Palmetto-Ruskin areas finish up. South Carolina and Quincy growers are beginning to harvest this week. Light volume and higher prices will be the norm as Florida's light volume coincides with the seasonal downward trend in Mexico. The larger sized fruit (4x4 and 4x5) remains a struggle with the majority of the volume in the smaller sizes. However, the quality has been excellent, as is typical with Eastern fruit this time of year. 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. Grape and cherry production in Florida remains very light and the market has reacting, rising several dollars. Until South Carolina is up and running in mid June and/or Baja can provide some relief, this market will be tight with marginal quality. **Western** ↑ Bits and pieces of shade house grown vineripes continue to cross into Nogales as have the beginnings of Mexico's spring crop. The crown picking of this crop has given the country the much needed large sized fruit. However, this season is short for them and they should be finishing up by the end of the month. 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.

