



Directions

June 9th, 2011

An informative weekly fact sheet for the produce procurement professional.

Apples ↑ Red Delicious is still heavy to smaller fruit with high color. Strong demand is keeping the 125 & 138 size cleaned up though esp. since the varieties are finished so stay ahead on them. Lower grade fruit remains limited and will remain so as the end of the storage season approaches. Golden Delicious continue to peak on 100-size and larger and the Washington extra-fancy grade. Stay ahead on lower grade fruit because supplies are so limited. Galas remain heavy to 100/113's with good color but are extremely limited. Larger Gala's are even tighter. Imported Galas are available on both coasts and are peaking on 80/90/100's. Granny-Smiths are still peaking on 88's and larger. Small granny's are very tight and will remain so! 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. Fuji supplies are also limited now.

Asparagus ↑ This market is stronger on all sizing. Most suppliers are finishing up production in the next two weeks on domestic product. Supplies will be very light. Mexico production should begin by next week. Production out of Mexico is expected to be moderate at first, and then production should pick up later in the month. Peruvian product is moderate in availability.

Avocado ↑ Avocado crossings in from Mexico remain light; Mexican growers are 83% shipped for this season's crop and gaps in supplies have begun. California harvest is good, but it is becoming the main source of avocados. Look higher prices as we move into and through August. We will see insufficient volume to meet normal demand through summer.

Bell Peppers Western ↔ 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 by mid June. Colored bell supplies are good with all shippers going in Coachella. **Eastern** ↔ Pepper volume continues to be steady in Georgia. Volume and quality remain good. Market seems a little stronger on the off-grade sizes.

Broccoli ↑ This market is stronger on bunched product as well as crowns. Suppliers have light supplies to start the week. The Salinas valley as well as Santa Maria has had light rains and overcast weather this past week. The growing regions with its relatively cool to mild temperatures have made this commodity slow its growth pattern significantly.

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

Cauliflower ↑ This market is stronger to start the week. Twelve count sizing continues to have the best availability. Most suppliers are expecting light supplies throughout the week. Production is coming mainly out of Santa Maria and Salinas. Expect pricing to be stronger throughout the week. Brown spotting has been reported upon arrivals.

Celery ↓ This market continues to be softer. Supplies are good in Santa Maria and Oxnard. Salinas' production with some suppliers should begin by the end of this week to early next week. Currently, all sizes have a good availability. 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** ↔ Late 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 is steady. The market is also steady on green and red leaf. The supplies will be good throughout the week. The Salinas and Santa Maria growing regions are not expecting rain after Monday so the numbers should stay strong throughout the week.

Iceberg ↑ This market has started out the week higher compared to the previous week. Salinas and Santa Maria production has slowed down and offers are lighter from suppliers. 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

Melons Cantaloupes ↔ Off shore fruit has finished up. Brawley, CA product is available but still 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 ↑ Huron, California yellows are extremely limited for the next few days due to rain over the weekend. The market is higher in fact most packers will price day-of-shipment for the balance of the week. The onions are heavier to jumbos and mediums while colossals and supers are limited. New Mexico will begin harvesting yellows on Wednesday. Texas has light volume of jumbo and medium yellows and some reds still. The California desert has a few reds and yellows but most of the remaining product there is committed. Vidalia, Georgia is higher on yellow sweets due to light supplies. Vidalia will only be shipping for another 7 days approximately. Reds and whites are slightly higher in all areas due to light supplies. The San Joaquin valley in California and New Mexico will have better volume as the week goes on.

Potatoes ↔ The potato market is mostly steady in most areas and some volume deals remain but it is starting to turn around. Idaho's later Burbanks are larger than earlier in the year so the larger counts are more available than they were. Idaho's quality is mostly good but many Burbank lots have hollow-heart and some have internal black spotting. Washington is slightly higher on the large counts and steady on the other counts. Washington storage supplies are low and many of the smaller packers have finished for the season so expect the higher market to remain. Washington expects to have storage potatoes through June. Colorado is steady to higher on all counts now. Their availability is lower as the smaller shippers are almost done with storage product so expect a stronger market. California will begin packing new crop russets in approximately 7 days. Bakersfield colored potato supplies are fairly plentiful still but last weekends rain will tighten supplies up for the balance of this week. Arizona continues to pack good numbers of reds and golds and they are steady. Florida continues to pack mostly reds while golds and whites are limited. Stay ahead on whites right now as they are very limited.

Tomatoes Eastern ↔ Volume out of Florida continues to trend downward as the Palmetto-Ruskin areas finish up. South Carolina and Quincy growers are harvesting the full line up this week, taking some pressure off of the tight grape market. 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. **Western** ↓ Bits and pieces of shade house grown vineries continue to cross into Nogales as have the tail end of Mexico's spring crop. 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 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.

