



Fresh Directions

June 16th, 2011

An informative weekly fact sheet for the produce procurement professional.

Apples ↑ Red Delicious continue to peak on smaller fruit with higher color. Strong demand is keeping the 125 & 138 sizes cleaned up especially 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 fruit as well as 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 this week on domestic product. Supplies will be very light. Mexico production has started but supplies are light. 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 next week, quality remains very good. The Bakersfield crop on green bells has start this week. Colored bell supplies are good with all shippers going in Coachella. **Eastern** ↔ North Carolina and Georgia continue with peppers. Quality has been good, and demand steady.

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 mild temperatures and this is one of the main reasons for the slow growth of this commodity. Expect production to be light throughout the week, especially on bunched product.

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

Cauliflower ↑ This market is stronger. 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. Brown spotting has been reported sporadically upon arrivals.

Celery ↓ This market is steady. Supplies are good in Santa Maria and Oxnard. Salinas' production with some suppliers has begun and more production is expected the following 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 demand is increasing. Supplies remain steady. **Oranges** ↔ Late navels are expected to continue into July this year. 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 running good.

Lettuce Leaf ↔ The romaine market continues to be steady. The market is also steady on green and red leaf. Suppliers are looking to move volume so pricing can be very attractive. The supplies will be good throughout the week. The overall quality has been reported as good in terms of weight and texture of the product. **Iceberg** ↑ This market continues to get stronger. 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** ↔ Brawley, CA product is available and the larger sizes are now lightening up in volume. Nogales has finished up for the season on Cantaloupe. Yuma cantaloupe is available with good quality. Product in Yuma is also changing towards more volume on smaller fruit and less of the larger sizes. Some of the desert shippers are finishing this week. **Honeydew** ↔ Brawley, CA and Arizona domestic product is becoming more available with fruit peaking to 6ct. Deal fruit is available on Mexican fruit loading in Nogales. Quality is good.

Onions ↑ California shippers are getting better volume this week in yellows. The temperatures in the San Joaquin valley are still below normal so expect slightly smaller jumbos and more mediums than colossal. The market is steady on all sizes. New Mexico also has more yellow volume available this week. They have fair size jumbos and more mediums as well and are priced slightly lower Texas still has some jumbo and medium yellows and a few reds. Vidalia, Georgia very few yellows sweets left and will be done by the end of the week. Reds and whites are limited in all areas due mostly to lower than desired temperatures. Both California and New Mexico will have more of both available as the week goes on but white supplies will remain light this week. Expect the white volume to increase in approx. 10 days.

Potatoes ↔ The larger counts in Idaho are up now as the volume in Colorado and Washington is down. Expect this trend to continue as the smaller Washington and Colorado shippers finish packing. Idaho poly bags are available but limited due to strong demand. Idaho's quality is still mostly good but many lots have hollowheart and some have internal black spotting. Washington is higher on most sizes due to lighter supplies. Consumers in Washington are very limited because a couple of the major packers have finished packing. Washington expects to have storage potatoes through June. Colorado is higher on all counts now with limited supplies. Again, the smaller shippers are have finished packing for the season California has started packing new-crop norkotahs and they are peaking on 80 count and larger. Bakersfield colored potatoes is still available but most packers will also be running russets soon so the colored spuds aren't taking priority and there will be less available. Arizona continues to pack good numbers of reds and golds and their prices are steady. Florida has finished packing for the season.

Tomatoes **Eastern** ↔ There are about 2-3 weeks left for the Quincy, Florida season with South Carolina already putting out light volume. The eastern seaboard will start about the second week in July but there is as much as 30 percent less acreage planted this year and Tennessee has been delayed by more than a month due to the heavy hail they experience earlier. Supplies out of the east should begin to lighten up around

late June, early July when most of the demand will turn to the California fruit. The same holds true for Romas. Grapes and Cherries, however, will trend upward in supplies in the coming weeks as the Carolinas, Virginia and Arkansas will all be in production and South Georgia will be at the tail end of their production. **Western** ↓ Unusually cool and cloudy weather in California through May and June has delayed harvests by more than a week. Less acreage has been planted for vine ripe fruit this year, creating a snug market through July on both coasts. However, mature greens are expected to be in abundant supply during the month of July, with initial harvests starting later this week. The West will continue to control the Roma market through the next several weeks, as they have increased their plantings this year while the East has either decreased theirs or been delayed by as much as 6 weeks. July will see the first of the California Romas with Mexico filling in during the meantime. Grapes and Cherries are suffering the same slow start in California with McAllen, Texas filling in with greenhouse fruit for the next couple of weeks. The East will control this market through July.

