



Fresh Directions

June 23rd, 2011

An informative weekly fact sheet for the produce procurement professional.

Apples ↑ Red Delicious continues to peak on smaller fruit with higher color but supplies are lower and demand is strong now that the varieties are finished. Lower grade fruit remains limited and will remain so. Stay ahead on reds as price will continue to climb. 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 due to light supplies. Galas are still peaking on 100/113's but are extremely limited as the season is almost finished. Imported Galas are still available on both coasts and are peaking on 80/90/100's. Granny-Smiths are peaking on 88's and larger while the smaller sizes are very short. Most packers continue to sub sizes and grades on orders of smaller Granny's so expect them to remain limited. Fuji's are still high in color and continue to peak on 88's and larger but supplies are disappearing fast.

Asparagus ↔ This market is stable. Mexico production has picked up on all sizes except jumbos. Production is also occurring in Washington as well as Peru. Jumbo sizing is a little better out of these areas, but availability is on the light side overall.

Avocado ↑ Avocado crossings in from Mexico are light and the crop is winding down quickly. California harvest is good, and 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 down to their last week of packing green bells, quality remains very good. The Bakersfield crop on green bells has started and volumes are increasing. Colored bell supplies are good with all shippers going in Coachella. **Eastern** ↔ North Carolina and Georgia are shipping Bell Peppers with supplies exceeding demand. Mostly jumbo and XL Bell Peppers are being harvested. Supplies will remain tight unit July 4th. Quality remains good.

Broccoli ↓ This market is softer. Warm temperatures in all the growing regions this past weekend has caused a good supply of bunched product as well as crowns. Supplies should be much better throughout the week with most suppliers as compared to the previous past weeks. Salinas and Santa Maria are the two main growing regions for this commodity.

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

Cauliflower ↓ This market is softer. The warm temperatures have been the cause of increased volumes with most suppliers. Twelve count sizing continues to have the best availability. Many suppliers

are expecting moderate to good production numbers throughout the week. Production is

Celery ↔ This market continues to be steady. Supplies continue to be strong in Santa Maria and Oxnard. Salinas' production has picked up with a few suppliers but volume orders continue to be loaded down south. Currently, all sizes have a good availability.

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. Strong temperatures will keep supplies plentiful. Expect supplies to be strong throughout the week. The overall quality has been reported as good in terms of weight and texture of the product. **Iceberg** ↓ This market is softer. Salinas and Santa Maria production has picked up due to better temperatures in all of the growing areas. The weights on lettuce continue to be good, averaging 42-46 pounds. Production is expected to be good for the remainder of the week with many suppliers.

Melons **Cantaloupes** ↔ Brawley, CA product is available and the larger sizes are now lightening up in volume. Several shippers are finishing up this week in CA with the Maricopa area having the majority of volume. Nogales has finished up for the season on Cantaloupe. Yuma cantaloupe is available but limited with good quality. Product in Yuma is also changing towards more volume on smaller fruit and less of the larger sizes. **Honeydew** ↔ Brawley, CA finishing up for the most part this week. Arizona domestic product is available but a little limited as well. Deal fruit is available on Mexican fruit loading in Nogales. Quality is good.

Onions ↔ California yellows have stabilized and we will see a steady market for the balance of the week. Colossals and Super-colossals remain limited however. The temperatures in the San Joaquin valley are up this week which will help bring more volume and more size. New Mexico is mostly steady as well. They have average size jumbos and more mediums than colossal like California, but are also getting hot weather so expect that to change. Next week both areas will transition from the long-day onions to intermediate-day so expect lighter supplies and a stronger market. Reds and white supplies are up in both areas this week but the whites are still fairly limited. Both California and New Mexico will have more of both available as the week goes on.

Potatoes ↑ The Idaho market is continues to move upward due to lighter storage supplies. Many shippers are reporting less in storage than anticipated and they have to ration their product to avoid a gap. Stay ahead on Idaho spuds as

they will continue to climb in the short term. Fewer supplies in both Washington and Colorado are only helping to push Idaho market higher. Idaho consumer bags are limited as well. Idaho's quality is still mostly good but some lots have hollow-heart and internal black spotting. Washington is also higher on most carton sizes and poly/mesh due to lighter supplies. The smaller shippers in Washington have finished packing for the season. The larger packers in Washington expect to have storage potatoes into July. Colorado is higher on all counts as well due to lighter supplies. Again, the smaller shippers are have finished packing for the season and only the larger packers are still going. California russets are still peaking on 80 counts and larger. The maturity is good with little skinning and generally the quality is excellent. Bakersfield colored potatoes is still available but most packers are splitting packing time with russets so the availability is down. Arizona continues to pack good quality reds and golds. They will be packing for the next 2 weeks approximately.

Tomatoes **Eastern** ↓ South Carolina and Arkansas are supplying the bulk of the Eastern volume with the last of the fruit out of the Quincy season still trickling in this week. 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 but many grower/shippers are packing and gassing this week. With the late start and current warm temps, supplies should be plentiful through July. Less acreage has been planted for vine ripe fruit this year, creating a snug market through July on both coasts. 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 another week or so. The East will control this market through July.

