



fresh Directions

June 30th, 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 firm. Mexico's production has slowed up due to heavy rains in the growing regions. Jumbo sizing is almost non-existent. Washington production is almost finished. Peruvian product is moderate in supplies. Expect this market to be active throughout the week.

Avocado ↔ Avocado crossings remain light from Mexico. 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 good. The Bakersfield crop on green bells has started and volumes are increasing. Colored bell supplies are dropping for all shippers as they are coming to the end of the desert season. Quality is also slipping due to the heat. New crop Bakersfield is still 2 to 3 weeks away. **Eastern** ↔ Both Eastern and Western North Carolina are now working peppers, with some still remaining in Georgia. Quality has been good, with more off-grades now starting to show up in the way of Sun Tan and mixed Red Peppers. Demand has been steady and the market remains strong.

Broccoli ↔ This market is stable. Temperatures have lowered in the growing areas but overall, the weather has been good. Supplies are ample to fill all open and contract business. Supplies expect to be better throughout the week with beginning in New Jersey. Quality has ranged from fair to good. Demand exceeds supply and remains strong. Michigan may also start with a few cucumber later in the week or early next week.

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

Cauliflower ↓ This market is softer. Ideal temperatures have been the cause of increased volumes with most suppliers. Twelve count sizing continues to have the best availability. Many suppliers are expecting good production numbers throughout the week. Production is coming mainly out of Santa Maria and Salinas.

Celery ↔ This market is steady on all sizing. Supplies continue to be good in Santa Maria and Oxnard. Salinas' production has picked up with most suppliers, but volume orders continue to be loaded down south. Shippers are offering special pricing on load volumes of 24s and 30s so please be aware. Expect supplies to be finished in Oxnard by the end of the week.

Citrus **Lemons** ↔ Lemon demand is increasing. Supplies remain steady. **Oranges** ↔ Late navels are expected to continue into mid 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 is steady. The market continues to be steady on green and red leaf as well. The warm temperatures have affected the romaine

crop much more than the other leaf items. Expect supplies to be good throughout the week on red and green leaf. The overall quality has been reported as good in terms of weight and texture of the product.

Iceberg ↓ This market is steady. 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. Load volume is being offered from a few suppliers at special pricing.

Melons Cantaloupes ↑ Brawley has cleaned up for the most part for the season. The Maricopa/Phoenix area is all that's left until the Bakersfield area starts up. At this point it looks like the week of July 11 will be the start date and until then product will be extremely limited. **Honeydew** ↔ Nogales has finished up for the season. Brawley has product available peaking to 6's and larger. Maricopa/Phoenix area has product available with the market steady.

Onions ↔ Yellows in California are mostly lower and the size is getting bigger so more supers and less mediums. Jumbos and larger are less while mediums are steady to higher with few available. San Joaquin valley temperatures will be in the 90's and 100's this week so expect the onions to continue to size-up. New Mexico is mostly steady but some are lower. Their yellows are also getting bigger so more supers and colossal and less mediums. Both areas are transitioning from the long-day to intermediate-day onions but is hasn't affected availability as expected. Reds and white supplies are up in both areas this

week but the whites are more limited. The markets for both are down slightly.

Potatoes ↑ Idaho carton prices are higher and again and we expect them to continue to rise. Most shippers are reporting less in storage than anticipated so 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, in fact several Idaho packers have already finished packing for the season! Fewer supplies in both Washington and Colorado are only helping to push Idaho market higher. Idaho's quality is still mostly good but some lots have hollow-heart and internal black spotting. Washington is also mostly higher on all sizes due to lighter supplies. The smaller shippers in Washington have finished packing for the season. The larger packers expect to have storage potatoes into July. Colorado is higher again on all sizes due to lighter supplies. Their smaller shippers have also finished packing for the season. California russets are still available and are peaking on 80 counts and larger. California's russet quality is excellent. Bakersfield colored potatoes is still available but most packers are splitting packing time with russets so the availability is still lower than we'd like. Bakersfield is light on golds right now. Arizona continues to pack good quality reds and golds. They will be packing for the next week 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 rickling in this week. The eastern shore 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** ↓ 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.

