



Directions

July 7th, 2011

An informative weekly fact sheet for the produce procurement professional.

Apples ↑ Red Delicious continues to peak on smaller fruit with higher color but storage supplies are limited and the demand is strong. Lower grade fruit remains extremely limited and will remain so now that the varietal volume is gone. Expect Red prices to 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 and expect a stronger market as well. 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 continue to peak on 80/90/100's. Granny-Smiths are peaking on 88's and the smaller sizes remain very short. Most packers continue to sub sizes and grades on orders of smaller Granny's so expect them to remain limited. Lower grade Granny's are also short so expect stronger pricing as shippers sub up a grade. Fuji's are still high in color and continue to peak on 88's and larger but supplies are disappearing fast. D'Anjou pears are still mostly large and peaking on the US#1 grade.

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 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 done on green bells. 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 and quality is only fair. Quality is slipping due to the heat. New crop Bakersfield is still 2 weeks away. **Eastern** ↔ North Carolina has the bulk of the peppers right now, with some Sun Tan and Mixed Reds still being loaded in Georgia. Pepper quality has been good and demand on the off grade and smaller sizes is good.

Broccoli ↔ This market is steady. 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 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 steady. 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 and is exceeding supplies on 140's and larger. **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. The Westside has started in a very light way but fruit is extremely small 15's and smaller. **Honeydew** ↔ Nogales has finished up for the season. Brawley has some product available peaking to 6's and larger. Maricopa/Phoenix area has product available with the market steady. The Westside is just getting going but fruit is running 8's and smaller.

Onions ↔ California yellows are lower on jumbos and larger and higher on mediums due to light supplies. We will see some dealing this week on the larger yellows if the demand stays light. New Mexico is mostly lower on jumbo and larger yellows also. Their yellows are also larger so more supers and colossal and less mediums. Reds supplies are up in both areas this week and most shippers will deal on volume. White supplies are better in both areas this week so expect the market to be off slightly by the end of the week

Potatoes ↑ Idaho carton prices are higher again and we expect them to continue to raise due to extremely limited storage supplies. Most shippers are

reporting less in storage than anticipated and are rationing their product out to avoid a gap. Stay ahead on potatoes as they will continue to climb, in fact several Idaho packers have already finished packing for the season! Light 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 light supplies. The smaller shippers in Washington have also finished. The larger packers expect to have storage supplies into July. Colorado is higher again on all sizes due to light supplies. Their smaller shippers have also finished. California russets are still available and are peaking on 80 counts and larger. Most packers are higher this week on all sizes due to strong demand. California's russet quality is excellent. Bakersfield colored potatoes are still available but most packers are splitting packing time with russets so the availability is still lower than we'd like. They will also finish this week or next. Bakersfield is light on golds right now. Arizona continues to pack good quality reds and golds but they are almost finished for the season. Stockton will begin packing this weekend and will start shipping all colors next week.

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 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.

