



fresh Directions

July 14th, 2011

An informative weekly fact sheet for the produce procurement professional.

Apples ↑ Red Delicious is still heavy to smaller fruit with higher color. Since the varieties are finishing the red demand has jumped up so stay ahead. Lower grade fruit remains very short and will be for the rest of the storage crop. Golden Delicious are heavy to 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 the varieties finish. 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 still peaking on 88's and larger. Small Granny's remain very limited so stay ahead. Most packers continue to sub sizes and grades on orders of smaller Granny's. 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 heavy to 88's and larger but supplies are disappearing fast.

Asparagus ↓ This market is softer. Mexico's production has picked up on standard and large sizing. Jumbo and extra large sizing is very tight and this will continue throughout the week. Washington production is finished. Peruvian product is moderate in supplies.

Avocado ↔ Avocado crossings remain light from Mexico and are about 95% done. California harvest is good,

and it is becoming the main source of avocados. This year is a very small crop. The end of August Chilean and Mexican fruit will start and better volume will be available. Look for higher prices as we move into and through August. We will see insufficient volume to meet normal demand through summer.

Bell Peppers Western ↔

The Bakersfield crop on green bells is producing good volume. Colored bell supplies are short for all shippers, with gold/yellow being the lightest in volume. New crop Bakersfield now looks to start in a light way within the next week. Good volume is still about a week away. **Eastern** ↔ North Carolina is the primary area for peppers right now. Some off grade and Sun Tan are still available in Georgia. Quality has been good.

Broccoli ↔ This market is steady. Temperatures have been better in all the growing regions and supplies have picked up. Expect sharp pricing on volume orders on bunched product as well as crowns at least to the middle of this week. Salinas and Santa Maria are the two main growing regions for this commodity.

Carrots ↔ California carrot supplies are good with good size on the jumbo product as well.

Cauliflower ↑ This market continues to get stronger. Supplies are

lighter with all shippers. Expect the market to increase throughout the week on all sizing. Twelve count sizing continues to have the best availability. Production is coming mainly out of Santa Maria and Salinas.



Celery ↑ This market is stronger.


Supplies are moderate at best out of Santa Maria and Salinas to start the week. Oxnard is finished for the season. Expect supplies to be light to moderate at best. Large sizing has the best availability.


Citrus Lemons ↔ The lemon market continues to strengthen in the face of improving demand that is typical for this time of year. Specific sizes are cleaning up on a daily basis but advance orders are well covered. **Oranges** ↔ Late season navels continue to be available but supplies are dwindling. The quality continues to be good. . Sizing in running to 56's/72's/88's with limited numbers on small sizes. 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. 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. Volume discounting is available on green and red throughout the week, so promote if possible. **Iceberg** ↑ This market is a little stronger. Salinas and



Santa Maria production is producing nice clean lettuce with strong weights. The weights on lettuce are averaging 42-46 pounds. Production is expected to be lighter towards the end of the week. Don't be alarmed should be as all orders should be filled to its entirety. Some suppliers will be worse off and fluctuations in pricing will occur.

Melons  **Cantaloupes** The Maricopa/Phoenix area has finished for the season. Shippers started this week on the west side and fruit is very small with several shippers looking to move on product as small as 22ct. 9's are non-existent and 12's very limited so look for all fruit to be sized down. **Honeydew**  Nogales and Phoenix area fruit is done for the season. The Westside has started and like the cantaloupe the dews are running 8's and smaller with extremely limited larger fruit. We probably will not see large fruit until the first week of August at the earliest.

Onions  Yellows in California are steady on all sizes due to fair demand. Most shippers are dealing on volume orders of colossal and jumbo yellows. New Mexico is also steady on all sizes and dealing on volume orders. Reds supplies are up in California and most shippers will deal on volume. New Mexico is more limited in volume but is flexing on prices to match California. White supplies are better in both areas and prices are down. California quality has been good on all colors. New Mexico quality has ranged from good to poor. Temperatures have been in the 90/100's in both states.

Potatoes  The Idaho carton market continues to slowly climb due to light supplies. Most shippers are continuing to ration their product out to avoid or minimize a gap by only covering regular

business. Stay ahead on potatoes as they will continue to climb, in fact several Idaho packers have already finished packing! Idaho's quality is still mostly good but many lots have hollowheart and internal black spotting. The Washington market is also still rising. Most shippers in Washington have finished and only the largest are still running. The larger packers expect to have storage supplies into late July and will have crop starting in late July or early August. Colorado is also higher on all sizes due to light supplies. Most packers in Colorado are finished for the season. Colorado expects to start packing new crop spuds the last week of July. California still has good numbers of russet cartons available and they are peaking on 80-count and larger. Most packers are steady on all sizes. California's russet quality is excellent and they expect to pack for most if not all of July. Bakersfield colored potatoes are still available but the availability is light as they are almost finished packing. Bakersfield does have some white potatoes right now though. Stockton has started packing and has golds and reds available, whites will start next week.

Tomatoes  **Eastern** The Eastern Shore deal of Virginia/Maryland is not quite into full swing, but certainly is able to ship whatever supplies they do have to the Eastern wholesalers & terminal market, keeping prices firm too strong. This is despite the large FOB price differential from California, is much lower from a freight standpoint, and trucks are readily available as well. **Western**  The mature green tomato deal in the central valley of California is 'steady-as-shegoes', with some current

strength on the extralarge or 5x6 size. Prices have remained constant but could potentially inch higher on the larger sizes over the next few days. However, daytime temperatures have cooled off to the high 80's & conceivably that could size up the fruit before maturity, which could offset that perceived strength.

