



Directions

July 21st, 2011

An informative weekly fact sheet for the produce procurement professional.

Apples ↑ Red Delicious remains heavy to small fruit with high color. The demand for red delicious is way up so stay ahead as prices are climbing and the availability is down. Lower grade fruit is still very short and will be for the rest of the storage crop. Golden Delicious is still heavy to 100-size and the Washington extra-fancy grade. Stay ahead on lower grade fruit due to light supplies and expect a much stronger market now that the varieties have finished. Washington Galas are essentially finished for the season. Imported Galas are still available on both coasts and are peaking on 90's and larger. Granny-Smiths are still heavy to 88's and larger. Small Granny's remain very limited so stay ahead. Most packers will sub larger sizes and higher grades on orders of smaller Granny's. Expect the Ganny-smith market to rise now that the varieties are finishing. Fuji's are still high in color and heavy to 88's and larger but they are almost finished.

Asparagus ↔ This market is stable. Mexico's production is moderate to good on large and standard sizing. Extra large and jumbos continue to demand a higher price. The availability will be light on these two sizes throughout the week. Peruvian product is moderate in supplies. The Peruvian also is very light on jumbo and extra large sizing.

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 improving as new crop starts to kick into production. Good volume is still about a week away. **Eastern** ↔ Michigan should start some Bell Peppers by next week. New Jersey and Western North Carolina are shipping. There are some off grade, Sun Tan and Mixed Red Bell Peppers coming out of North Carolina and Tennessee. Quality has been good and demand is steady. Market remains stable.

Broccoli ↔ This market is firm. Large orders the previous week has allowed suppliers to get caught up with their production. Expect pricing to slowly increase by the end of the week on bunched product as well as crowns. Demand obviously will play a big part in this. Salinas and Santa Maria are the two main growing regions for this commodity.

Cauliflower ↔ This market is firm. Many suppliers have light to

moderate availability and fluctuations in pricing ranges from two to four dollars. Expect this type of production throughout the week. Salinas Twelve count sizing will be the best size available. Production continues to be out of Santa Maria and Salinas.

Celery ↔ This market is stable. A lack of demand has allowed large sizing to have a better availability to start the week. Smaller sizes, mainly 36s continue to be on the light side. Santa Maria and Salinas should have decent supplies throughout the week as the weather should be ideal. 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 72's, 88's and 113's.

Lettuce Leaf ↔ The romaine market is firm. Mildew issues are being reported by multiple shippers. Weights will be lighter and fringe burn is also being reported. The market continues to be steady on green and red leaf and this will likely continue throughout the week. 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 continue to promote these items.

Iceberg ↔ This market is firm with most suppliers. Salinas and Santa Maria production has lightened up compared to past weeks. The weights on lettuce are averaging 42-46 pounds. Production is expected to be lighter towards the end of the week. Brown butts, brown spotting and fringe burn are issues that suppliers are having on this commodity.

Melons Cantaloupes ↑ The Westside shippers have started but product is extremely limited as weather is not cooperating and they are 10-15 degrees cooler than they should be at this time. Not only are they not sizing up but they are also not maturing at the rate they should be. Demand exceeds supplies on all sizes. **Honeydew** ↑ The Westside has started but like the cantaloupe the dews are not maturing or sizing up as they should be by now. Most shippers are hoping for availability at the end of this week or next week. Demand exceeds supplies on all sizes.

Onions ↔ California yellows are steady on all sizes although volume deals are still available on jumbos and larger. The demand has been fair to light. New Mexico is also steady on with volume deals on the larger sizes. Their demand has also been light. Reds supplies are ample in California and although the market is stable there are some volume deals on jumbos. New Mexico is more limited on reds; in fact most shippers are buying from California so their market is relatively high. White supplies are good in both areas and prices are steady but flexible. California quality has been good on all color while New Mexico's has ranged from good to poor.

Temperatures have been in 80's to 90's in California and the 90's in New Mexico.

Potatoes ↔ The Idaho carton market remains steady for now but suppliers are still limited especially in 60's and larger. Expect a couple shippers to finish each week from now until late August. All shippers are still rationing their product out to avoid or minimize a gap, by only covering regular business. Plan ahead as the market will continue to climb; in fact several Idaho packers have already finished packing! Idaho's quality is still mostly good but many lots have hollow-heart and internal black spotting. The Washington market is also stable and only the larger shippers are still running. The larger packers expect to have storage supplies into late July and will have new-crop starting in late July or early August, so we could see some new crop next week depending on maturity. The Colorado market is also stable. Most Colorado packers have also finished with old crop. Colorado expects to start packing new crop spuds the last week of July. California still

Tomatoes Eastern ↔ The Eastern Shore deal of Virginia/Maryland is in production, and they are keeping prices relatively firm to offset the high freight rates on merchandise out of California as an alternative. Quality is improving each day. **Western** ↔ The mature green tomato deal in the central valley of California shows some current strength on the extra-large or 5x6 size, with smaller sizes moving well also. Distribution is the key here, and the intense heat in the Midwest & East has

curtailed movement somewhat to those areas. Additionally, prices on the smaller vineries out of Baja have dropped slightly, which could temper any market raises.

