



fresh Directions

July 28th, 2011

An informative weekly fact sheet for the produce procurement professional.

Apples ↑ Reds remain heavy to small fruit with high color. Most packers had been subbing the Wash-Extra's for fancys at the fancy price but the remaining fruit is of such high color that they are no longer doing that. Lower grade fruit is very short and will be for the rest of the storage crop. Golden Delicious is still heavy to larger fruit and the Washington extra-fancy grade. Stay ahead on lower grade fruit due to light supplies and expect the market to continue to climb. Imported Galas are still available on both coasts and are peaking on 80/90's. The demand is strong and the prices are high on all sizes. Granny-Smiths are still heavy larger fruit and very limited on 100's and smaller. Stay ahead on Grannies as well as that market will also continue to climb. Most packers will sub larger sizes and higher grades on orders of the smaller sizes. Washington Fuji's are essentially finished for the season. D'Anjou pears are still mostly large and heavy to the US#1 grade.

Asparagus ↔ This market is firm. Mexico's production continues to be good on large and standard sizing. Jumbos continue to demand a higher price and this size is very scarce. 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 will start a few Bell Peppers this week. New Jersey production seems to be good. North Carolina is shipping from Hendersonville area in the Western portion of the state. Quality has been good and demand is steady. Market remains stable.

Broccoli ↔ This market is firm. Many suppliers have started the week light to moderate in supplies on both bunched product as well as crowns. Expect pricing to slowly increase by the end of the week on bunched product as well as crowns. Salinas and Santa Maria are the two main growing regions for this commodity.

Cauliflower ↓ This market is softer. There is a variance of two to three dollars amongst the different shippers. Many suppliers are heavier to the twelve counts. Production looks to be moderate

throughout the week. Production continues to be out of Santa Maria and Salinas.

Celery ↔ This market is firm. Smaller sizing continues to be the lightest in availability and is commanding a higher price. Large sizing is still the best deal and offers are being listened to. Santa Maria and Salinas should have decent supplies throughout the week. Expect small sizing to be light throughout the week.

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 are just about finished and the remaining supplies are dwindling. Valencia oranges supplies are shorting up on 88's and smaller. Demand for small fruit is starting to increase.

Lettuce Leaf ↔ The romaine market is steady. Internal burn is 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 continue good on red and green leaf. The overall quality has been reported as good. Volume discounting is available on green and red throughout the week, so continue to promote these items. **Iceberg** ↔ This market is steady with most suppliers to start the week. Salinas and Santa Maria production

is moderate to good. Weights continue to average 42 to 46 pounds on lettuce with issues of fringe burn and russet spotting sporadically reported. The weights throughout the week should be good, but there may need to be some cleaning of the product upon arrival. Shippers are cleaning up as much as possible when packing the product.

Melons **Cantaloupes** ↔ Product is still limited today and tomorrow with better volume coming on Wednesday. Quality is excellent and sizes are peaking to 12's and larger now. **Honeydew** ↔ Honeydew are extremely limited still as shippers should be able to harvest today and have better volume tomorrow and later in the week. Ad volume should be available by the second week in August.

Onions ↔ California yellows are steady to slightly higher on all sizes. The volume deals have disappeared since New Mexico is lighter on yellows this week but demand has been light so market increase could be short-lived. New Mexico is higher on all yellows due to lighter supplies this week although their demand has light. Reds supplies are ample in California and the volume deals remain on jumbos although pricing is steady. New Mexico is more limited on reds as most shippers are still buying from California, so their market is relatively high. White supplies are good in both areas and prices are steady but flexible. Quality in both areas has ranged from fair to excellent on all colors. Temperatures have been in 80's to 90's in California and the 90's in New Mexico.

Potatoes ↔ The Idaho carton market has turned around and is now heading back down. Even though a couple shippers will finish each week from now until mid-August, new-crop in other areas is motivating the Idaho shippers to sell.

Idaho's quality is still mostly good but many lots have hollow-heart and internal black spotting. Washington is essentially done with old-crop. They will start packing new-crop at the end of the week though if they have good maturity. Colorado still has old-crop available but the supplies are light. They expect to start packing new crop spuds from Kansas/Nebraska later today so watch for new crop pricing. California is starting to wind-down on russets. What they do have left is heavy to 80-count and larger cartons. The market remains steady on all sizes except 100's which are more limited. California's russet quality is excellent. Stockton, California continues packing golds and reds, and they are starting to pack whites. The market is steady but strong on all colors due to generally light supplies across the country. Washington is also starting to pack new-crop red and gold potatoes.

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

