



Fresh Directions

August 4th, 2011

An informative weekly fact sheet for the produce procurement professional.

Apples ↑ Reds remain heavy to small fruit with high color and the lower grades are very short. The fancy grade is virtually non-existent but there are a few Wash-Extra number twos. Expect lower grade fruit to remain very short for the rest of the storage crop. Golden Delicious is still heavy to larger fruit and the Washington extra-fancy grade. Stay ahead on the lower grades and the smaller sizes 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 but supplies are limited. The demand is strong and the prices are high on all Galas. Granny-Smiths are still heavy to larger fruit and very limited on 100's and smaller. Stay ahead on Grannies as that market is also rising. Most packers will sub larger sizes and higher grades on orders of the smaller sizes. Washington Fuji's are finished for the season.

Asparagus ↔ This market is stable. Mexico's production continues to be good on large and standard sizing. Jumbo and extras large sizing will be light in supplies throughout the week, and pricing will be significantly higher. Peruvian product is better. The Peruvian availability also is very light on jumbo and extra large sizing.

Avocado ↔ August looks to be the most volatile and confusing month of this avocado season. California harvest

is winding down and is 75% shipped. Volume for this week will drop 15% from last week, and 40% next week. We look to be about done with California fruit by the end of the month. Mexico is beginning to increase just a bit this week and slowly increase over the next couple of weeks. We will begin to see some increasing supplies from Chile in the next 2 to 3 weeks, as well as some fruit from Peru enter the market around mid August.

Bell Peppers Western ↑ The California crop on green bells is producing good volume. Good demand is firming the marker. Colored bell supplies are good as new crop is into good production.

Eastern ↔ Michigan and Ohio is now packing peppers as well as New Jersey. North Carolina is still 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 stronger on bunched product as well as crowns. Many suppliers are light to start the week. Expect pricing to be more active throughout 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. Most suppliers are heavier to the twelve counts. Production looks to be good

throughout the week. Production continues to be out of Santa Maria and Salinas. Demand is light but expected to pick up when the schools start up again.

Celery ↓ This market is softer. Suppliers have started the week with good supplies on 24s and 30s. Deals can be made on this sizing. Smaller sizing continues to be the lightest in availability. Santa Maria and Salinas should have good 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** ↑ 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 and fringe burn continues to be an issue with some suppliers. The market continues to be steady on green and red leaf and this will likely continue throughout the week. Expect supplies to be good on both 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 stable. Salinas and Santa Maria production is good. Weights continue to average 42 to 46 pounds on lettuce with some issues of

fringe burn and russet spotting sporadically reported. The weights throughout the week are expected to be strong. Some suppliers are offering discount pricing on volume orders so please be aware.

Melons **Cantaloupes** ↓ Better volume today on Cantaloupe with product peaking to 9's. Small fruit will be limited for the remainder of the Westside deal.

Honeydew ↔ Honeydew remains limited. Shippers are continuing to slowly increase their volumes. Volume is peaking to 5's with 6's extremely limited and 8's are nonexistent. Additional volume should be available by next week.

Onions ↔ California yellows are mostly steady on all sizes. Some shippers will still deal for volume on jumbos, colossal, and supers. New Mexico is steady on all yellows as well but they will also deal for volume on some sizes. California still has good supplies of reds and some suppliers will deal for volume jumbo orders. Most New Mexico shippers are still buying from California so their market remains relatively high. White supplies are good in California but lighter in New Mexico, so their market is up today. California remains steady. Quality in both areas has ranged from fair to excellent on all colors. Temperatures have generally been in 80's to 90's in California and the 90's in New Mexico.

Potatoes ↓ The Idaho carton market is steady to slightly lower on most sizes. Number-tows have remained steady and will for the remainder of the storage crop. A couple shippers will finish each week from now until mid-August so the Idaho supplies will drop. New-crop in other areas is still motivating the Idaho suppliers to sell their storage product. Idaho's quality

is still mostly good but many lots have hollow heart and internal black spotting. Washington has started packing new-crop norkotahs and they are peaking on 80/90 count. Colorado still has old-crop available but the supplies are light. Kansas & Nebraska have started packing new crop norkotahs as well. California is winddown on russets but still has a few although this will be their last week of shipping. Their remaining potatoes are heavy to 80-count and larger cartons. The market remains is slightly lower as they look to clean up. Stockton, California continues to pack all colors. 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 reds and golds.

Tomatoes **Eastern** ↔ With cross-country freight rates continuing to remain near or at all-time heights, tomato growers in the Eastern Shore of Virginia/Maryland and the Tennessee mountain deal are enjoying a captive audience of East Midwest receivers. This has translated to strong prices since the beginning of harvest a few weeks ago, and should continue to be the case unless the California market drops precipitously. Arrivals over the next week or so should tell the tale as to whether the intense heat of the past few days has had any adverse effect on quality & condition. **Western** ↔ The last week of the month has brought a steady yet unremarkable market on mature green tomatoes in California's San Joaquin Valley. Prices have stayed flat & growers are still having trouble getting good distribution to the Eastern seaboard.

Because daytime temperatures have cooled off somewhat-still in the 90's, however-quality has remained very good with and equal size profile heavier to the extra large & large sizes. Look for volume to drop off sometime in August of offset the advent of the homegrown/local crops.

