



fresh Directions

September 15th, 2011

An informative weekly fact sheet for the produce procurement professional.

Apples ↔ CA reds are still extremely limited. The remaining fruit is mostly small and has higher color so not a lot of the lower grade fruit. Expect lower grade fruit to remain very short for the rest of the storage deal. Gingerolds and Supreme Golds are both available and are spread evenly across all sizes. A couple suppliers will start packing Golden Delicious this week. Gala numbers are up in Washington on all sizes but still heavier to 100 counts and smaller with good color. Washington C.A. Granny-Smiths are now heavier to small fruit while 88's and larger are very short. In fact we only have one supplier that still has C.A. Granny's available. California continues packing a few Granny's and they are peaking on 100's and smaller as well. Larger sizes in California are extremely limited.

Asparagus ↔ This market continues to be firm on all sizes. Supplies are light out of Peru. Mexico production is almost non-existent on large thru jumbos. Small and standard sizing is predominately the only sizing being packed. Continue to place orders on this commodity early all this week.

Avocado ↓ California harvest is winding down and is 95% shipped and should be done soon. Mexico is increasing just a bit this week and will continue to slowly increase over the next couple of weeks. We are begin to see some increasing supplies from Chile, as well as some light

supplies of fruit from Peru that has enter the market with limited numbers.

Bell Peppers Western ↑ The California crop on green bells is producing good volume. Demand is increasing. Colored bell supplies are lighten, but will be increasing production this week as new fields look to begin. **Eastern** ↔ Pepper is holding steady in Michigan, with consistent supplies and good quality. Markets remain steady. North Carolina should start shortly with their fall deal.

Broccoli ↔ The market has remained steady on bunched product as well as crowns. Suppliers are listening to offers on volume orders as demand has remained unchanged. Supplies are better on crowns. Salinas and Santa Maria continue to be the two main growing regions for this commodity. There are no major quality issues to report at this time.

Cauliflower ↔ This market is stable. Many suppliers are heaviest to twelve counts and continue to listen to offers on volume orders. The pricing gap is minimal amongst most of the shippers. The overall quality of this commodity is reported to be strong in terms of color and texture. Production continues to strong out of Santa Maria and Salinas.

Celery ↔ This market is stable. Supplies continue to be strong in Salinas and Santa Maria with most suppliers. All sizing is available and deals can be

made on volume orders. The quality is being reported as strong in terms of quality and texture.

Citrus Lemons ↔ Good supplies on small fruit, 165's and 200's. Larger sizes remain tight. **Oranges** ↔ Valencia orange supplies are shorting up on 88's and smaller as demand is exceeding supplies for small fruit with the increased demand with schools beginning.

Lettuce Leaf ↑ The romaine market is stronger. A few suppliers have started the week sold out and expect to be light throughout the week. Demand has picked up. The market is also stronger green and red leaf. Demand has definitely picked up on all leaf items. Expect pricing to get stronger throughout the week with all suppliers.

Iceberg ↑ This market is stronger with all suppliers. Many suppliers have only moderate amounts of lettuce and expect to be increasing pricing throughout the week. Demand along with lower yields has made this commodity active. Santa Maria and Salinas are the main growing areas at this time. The weights continue to be in the 42-46# range. Russet spotting and pink ribbing continue to be issues that exist sporadically upon arrivals.

Melons Cantaloupes ↑ Limited availability on large fruit as the demand is mostly for 12's and the slight rain over the weekend slowed harvest. The market is higher and firm. **Honeydew** ↔ Good availability this week the market is steady with

good demand. There are still some deals out there on small fruit.

Onions ↔ California yellows are steady to lower on all sizes but only a couple shippers are still going. Idaho continues packing and has good volume of jumbo and medium yellows with volume deals on both. Colorado is steady on yellows and still heavy to the jumbos but limited in volume this week. Washington has good numbers of yellows and is also heavy to jumbos and will deal on volume. Red supplies in California are limited but the market is steady. Washington reds are plentiful and that market is slightly lower with volume deals. Colorado has some reds but mixer volume only and the market is steady. Idaho has a few reds as well but mixer volume only. White supplies are limited in all areas but the market is steady. Quality on yellows in California is much better now that they are into long-day varieties. Colorado, Idaho, and Washington have excellent quality and good size esp. in Idaho.

Potatoes ↔ Idaho potatoes are still mostly small but the volume and size are increasing as a couple new shippers have started packing and we are into the later norkotahs. The market is lower today and will continue to slide as the harvested volumes increase. Washington norkotahs are still peaking on 80/90 count but some although some lots have larger size. Washington has some volume deals on 100's and smaller. Kansas, Nebraska, and Colorado continue packing and the potatoes are still mostly small but all areas have some size now. Stockton, California continues to pack colored potatoes of

all colors but the market will adjust up as we are losing a major supplier this week. The California colored volume will start to drop next week as we approach the end of the season. Washington & Minnesota both continue packing reds and golds and supplies are up. Both areas still have good numbers of A's and B's but remains short on premiums. Wisconsin continues packing reds, whites, and golds and supplies are good. The California & Washington quality has been excellent while Minnesota and Wisconsin have been fair.

Tomatoes Eastern ↔ Even if the Eastern deals had not been hit with a double whammy of Irene & then Lee, the Benton Harbor, Michigan district and also the Eastern Tennessee deal had already entered the downslide on volume. Add to that the cool late summer temperatures which has curtailed maturity, and it seems that most if not all tomato deals east of the Mississippi River will not be a major factor volume-wise. The next new deal to start up will be in early-to-mid October in Quincy/Tallahassee, Florida. **Western** ↔ The damage reports have come in from the remnants of Tropical Storm Lee that hit Alabama & Eastern Tennessee, which was on top of Hurricane Irene that hit the Eastern seaboard, and the consensus is that for the next 6 weeks, California for all intents and purposes will have the mature green tomato deal to themselves. Interestingly, some shippers are trying to use restraint of sorts in their pricing this morning, so as to not set the bar too high for foodservice & retail costs. Time will tell as to whether that sentiment continues, however, as we move into mid-tolate September.

