



fresh Directions

September 22nd, 2011

An informative weekly fact sheet for the produce procurement professional.

Apples ↔ CA reds are still limited but several shippers are packing new crop reds today/tomorrow so the availability will improve as the week goes on. Golden Delicious, Gingerolds, and Supreme Golds are all available and are spread evenly across all sizes. There is more Golden delicious this week than there was last. Washington continues to push Gala's of all sizes but especially 100's and smaller. The early Gala's have good color. A couple Washington suppliers have started packing new crop Granny-Smith. California continues to pack a few Grannies' and they are still heavier to 100's and smaller. Larger size grannies are extremely limited in California.

Asparagus ↑ This commodity continues to gain strength in the marketplace. Supplies continue to be 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 and supplies are extremely light. Continue to place orders early. Expect this commodity to be light in supplies all week.

Avocado ↓ California harvest is winding down and is 95% shipped and should be done soon. Mexico supplies are increasing and will continue to do so. We are beginning to see 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 steady volume. Demand is increasing. Colored bell supplies are increasing production slowly as the week progresses. **Eastern** ↔ Peppers are finishing up in Michigan during the next week or so. Markets have remained steady as have supplies. North Carolina should start shortly with their fall deal. Quality has been good and demand is average.

Broccoli ↑ The market has begun the week stronger on both bunched product as well as crowns. Suppliers have begun the week only moderate in supplies. Demand has picked up. Salinas and Santa Maria continues to be the two main growing regions for this commodity. There are no major quality issues to report at this time. This market is expected to be stronger throughout the week.

Cauliflower ↑ This market is stronger with most suppliers. Supplies continue to be strongest to twelve counts. The pricing gap is minimal amongst most of the shippers. The overall quality has been good. Production continues to strong out of Santa Maria and Salinas.

Celery ↔ This market is flat. 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. Promote this item throughout the week.

Citrus Lemons ↔ Good supplies on small fruit, 165's and 200's. Larger sizes remain tight. Quality in the Ventura county region is improving. **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. Valencia's will continue with good supplies through October. The Navel crop currently is showing signs of a slow start with indications of a short supply situation for oranges during the transition from Valencia's to Navels.

Lettuce Leaf ↑ The romaine market continues to gain strength. Suppliers are light in availability to start the week. Demand is stronger. The market is also active on 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 steady with most shippers. Some suppliers have started the week offering volume deals so please are aware that offers are out there. Expect good supplies on this commodity throughout the week. 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 ↔ The market looks to remain tight on the cantaloupe as

they finish up over the next 3-4 weeks. Product will remain tight with demand exceeding supplies. The market is firm.

Honeydew ↔ Good availability continues this week; the market is steady with good demand. There are still some deals out there on small fruit.

Onions ↓ The market for yellows in Idaho/Oregon & Washington is steady to lower with good supplies of jumbos and mediums. A couple Idaho/Oregon packers have good numbers of colossal too. The demand is only fair in all areas though so the market is sagging a little. Colorado is mostly steady on yellows and still heavy to the jumbos but has limited volume. California still has a few yellows and that market is steady but the volume is limited. Red supplies are plentiful in Washington and limited everywhere else. Colorado & Idaho have some reds but are still mostly mixer volume. White supplies are still fairly limited in all areas and the market is steady. The yellow quality is excellent in all areas.

Potatoes ↓ The Idaho potato market is still adjusting as the harvest continues. Most lots are still mostly small but the size is getting larger. Most packers have volume deals available on most sizes. Washington norkotahs are still heavier to 80-count and smaller and they will also deal for volume orders. Kansas, Nebraska, and Colorado continue packing and their potatoes are also mostly small. Stockton, California continues to pack colored potatoes of all colors but we only have one supplier remaining. 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 steady. Both areas still have good numbers of A's and B's but remains short on premiums and bakers. 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 or better. Western Washington has started packing Reds now as well and their quality and color are excellent as usual.

Tomatoes Eastern ↔ Certainly, the districts in Benton Harbor, Michigan; Oak Harbor, Ohio; Unicoi, Tennessee; and the Eastern Shore of Virginia & Maryland have seen their share of inclement weather, with the crops already on the downside as far as volume is concerned. Prices since the storms have remained a few dollars higher than comparable produce out of California, thus that merchandise is staying close to home geographically. Talk is that the next tomato deal-up in the Quincy/Tallahassee district of northern Florida has been pushed back by weather to mid-October, with the Palmetto/Ruskin area in central Florida near Tampa hot on its heels the end of that month. **Western** ↔ In their first week of having a monopoly of control on the mature green tomato deal, the California shippers have used restraint in pricing their merchandise. Most all growers report a semi-demand exceeds

supply situation, with the prospect of cooler nights on the horizon holding some growers from harvesting until maturity picks up to a certain extent. Look for stable to higher markets towards the end of September into October, and also watch for the higher possibility of fall rains that could damage the crop to rear its head as we proceed into next month.

