



fresh Directions

April 12th, 2012

An informative weekly fact sheet for the produce procurement professional.

↔ New York is still packing McIntosh, Empires, Rome's, and Red Delicious. All varieties are steady with limited supplies available especially on smaller fruit. New York is almost finished for the season. Washington Red delicious is still peaking on 88/100's with higher color. Lower grade red availability is still good. Golden delicious continue to peak on 88/100's and the higher grades as well. The availability of lower grade Golden's is also good. Granny-Smiths are also peaking on the higher grades and the 88/100's. Lower grade Granny-smith is more limited. Galas are peaking on 88's and smaller and the higher grades but remain very limited. Cameos, Pink Lady's, Jonagolds, Fuji's, Braeburns and a few other varieties are still available but supplies are starting to disappear. Many shippers have clean-up deals on some varieties.

↔ **Asparagus** This market is variable depending on if it is from Mexico or California. Supplies out of Mexico are light to moderate but prices are favorable. Small, standard, and large sizing are all available. Jumbo sizing has light production. Product from Peru continues with all sizes being available. This product can be loaded in LA or Florida if desired. Domestic grass is coming on in Bakersfield if desired. But Domestic asparagus is commanding a premium.

↔ **Avocado** Mexican supplies are decent, but not enough supply on 48's at

this time. Maturity and flavor are excellent. California fruit harvest continues to increase weekly with improving maturity, flavor and oil content. Great demand is driving the avocado market and pricing.

↔ **Bell Peppers Western** Green bell market is unsettled, continuing light supplies of fancy large sized green bell pepper keeping that market higher. Adequate supplies on choice and small fruit. Colored bell pricing is very unsettled. Extreme Demand exceeds on all colored bells markets lighter supplies and will continue until other districts in Baja California begin to come online. Nogales will continue to with colored bells but, supplies are gradually becoming lighter as some growers wind down. **Eastern** ↔ All pepper continues to tighten up with the offgrades being especially difficult to come by. South Florida is finishing up quickly, with the end hastened by heavy rains last week. For the next couple of weeks or until Plant City is in decent volume, figure availability to be extremely limited.

↔ **Broccoli** This market is steady. Most supplies are coming from Salinas and Santa Maria. Supplies on broccoli crowns and bunched broccoli are good. Most shippers are listening to offers for volume orders. Demand is light.

↑ **Cauliflower** This market is steady and supplies remain abundant. The main sizing continues to be heaviest

to 12 counts. The quality continues to be fair in all growing regions, with complaints of yellowing, and black and brown spotting being reported upon arrivals. Expect supplies to be steady throughout the week.

↔ **Celery** This market continues to be steady. Demand has fallen off and supplies are good, overall. Oxnard is the main area of production on this commodity. The quality is good with no major issues to report at this time. The best deals available are with the 24 and 30 counts.

↑ **Citrus Lemons** Central Valley crop is 90% harvested and the Ventura crop harvest is going at full production. Demand is very good. **Oranges** ↑ The Navels production and supplies are starting to lighten. Rain has halted harvest. Size curve is swinging to peak sizing on 56's, 72's. Smaller sizes 88's, 113's, 138's are getting very tight, and demand exceeds supplies.

↔ **Lettuce Leaf** The leaf market has not changed. Things are very steady. Demand continues to be light. The main growing area is in Huron. Yuma is winding down production. The Thermal area has lightened up in production as well. Supplies out of Santa Maria are light in availability. Deals are being offered for volume orders so continue to promote as much as possible. **Iceberg** ↔ The lettuce market is steady. Epidermal peel and blister continues to be seen upon arrivals sporadically. Lettuce carton weights are averaging 44-48 #s. Huron has stronger

production. Yuma production should continue thru the week with some suppliers. Deals are being offered for volume orders so please are aware.

Melons **Cantaloupes** ↔ Demand continues to be strong as retail ads are continuing. Product is coming in on vessels and selling out prior to the next vessel coming in. It looks like we will finish up with offshore season with limited volume. Mexican cantaloupe should start around April 16. **Honeydew** ↑ Offshore dews continue to remain very limited on the small sizes. Most of the dews are peaking on 5's and larger the market looks to remain steady. Mexican fruit in Nogales is coming in with a good run of sizes and good quality.

Onions ↑ The northwest is steady to lower on jumbo and medium yellows and many suppliers will flex on volume orders. Colossals and Supers are steady but limited. Texas yellows are steady to lower as well however the size is larger. Colossals and jumbos are the peak sizes in Texas while mediums are limited. The yellow quality has been excellent in the northwest and fair to excellent in Texas. Reds are steady in all areas but limited. Many of the northwest shippers are finished with their own reds and are buying from other shippers. Texas won't have its own reds for another week, so expect the market to remain strong. The quality of reds has been good in the northwest but has ranged from poor to good in Mexican/Texas. White onions are mostly steady although supplies are still generally light. The quality on whites has ranged from excellent to poor depending on the shipper.

Potatoes ↔ Idaho cartons and consumer bags are steady to lower on all sizes except number-two's. Norkotahs are still limited. Burbanks are the bulk of

Idaho's volume. Washington potatoes are also steady to lower as well and they are still peaking on 80-count. Colorado cartons are also steady to lower. Colorado is still producing mostly 80-count and smaller. The russet quality has been excellent in all areas.

Tomatoes **Eastern** ↔ Volume is fairly light this week as then deal is transitioning from Immokalee/Naples to the beginning of the new crop in the Palmetto/Ruskin district, thus prices have temporarily strengthened. Look for this area to get into full swing within 10-14 days and the older area down south to phase out. **Western** ↔ There are steady crossings at Nogales, AZ and McAllen, TX, but reports have that volume to start declining over the next couple of weeks. Quality is variable on rounds and Romas but overall still good. Look for Western wholesalers to still draw out of this area at least through the month of April unless Florida drops prices enough to offset the freight difference.

