



fresh Directions

May 3rd, 2012

An informative weekly fact sheet for the produce procurement professional.

↑ New York continues to pack light volume in McIntosh, Empires, Rome's, and Red Delicious. All varieties are steady to higher with smaller fruit being the shortest as New York is almost finished packing. Washington Red Delicious continues to peak on 88/100's and have higher color. Lower grade red apple availability will be tight and the market is stronger. Golden Delicious are also peaking on 88/100's and the higher grades. Lower grade Golden availability is also down. Granny-Smiths are peaking on the higher grades and the 88/100's as well. Lower grade Granny-Smiths are also very limited. Galas are peaking on 88's and smaller and the higher grades but remain very limited. Fuji's are very limited right now and the market is higher on all sizes. Cameos, Pink Lady's, Jonagolds, Braeburns and the other varieties are finished for the season.

Asparagus ↑ This market is active. Supplies out of Mexico are very light. Production from Peru shows light availability as well. Domestic grass is being harvested in the Bakersfield region. Demand exceeds supplies. With the Mother's Day pull occurring this week; expect supplies to be very tight throughout the week.

Avocado ↔ Great demand continues to drive the avocado market. Mexican supplies are decent, and growers limiting harvest to spread their harvest through the springtime. Maturity and flavor

are excellent. California fruit harvest continues at a steady pace with improving maturity, flavor and oil content.

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. Some growers winding down on production as older fields play out. 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 ↔** With rain persisting in much of Florida over the weekend, pepper will start to tighten up again over the next several days. Georgia is still 2-3 weeks from harvesting so look for pepper to be limited in availability until then. However, with the market out west remaining low, demand should be off, keeping prices from becoming too high.

Broccoli ↔ This market is steady. Supplies continue to be ample out of Salinas and Santa Maria. Most shippers continue to make offers on large size orders so promote as much as possible. Demand is expected to pick up at the end of the week, but for now, this market is steady.

Cauliflower ↔ This market is steady. The main sizing is coming in the nine counts. Good weather condition has allowed pricing to be very competitive. Expect pricing to be very competitive throughout the week. Demand continues to be on the light side.

Celery ↔ This market is a little stronger. Supplies have become lighter on large sizing, particularly in the 18s and 24 sizes. Many suppliers continue to deal with seeder, and yields are down. Supplies continue to vary amongst different suppliers and this has created a pricing gap of two to three dollars. Oxnard is the main area of production on this commodity. Santa Maria also has light production.

Citrus Lemons ↑ Central Valley crop is done with their harvest and the Ventura crop harvest is going at full production. Demand is exceeding supplies on 140 and smaller.

Oranges ↑ The Navels production and supplies are light. Harvest has not caught up with demand yet from rains a week ago. Size curve is peaking on 56's, 72's. Smaller sizes, 88's, 113's, 138's are demand exceed on supplies. There are a few Valencia oranges being packed, but very limited on them.

Lettuce Leaf ↑ The leaf market is steady. Demand overall is light to start the week. Romaine hearts are not cupping properly and yields are down with all suppliers. There is Epidermal Peel and Blister showing up in romaine, red leaf, and green leaf due to past cold temperatures. Green leaf is the lightest in availability of all the

leaf items. Supplies out of Santa Maria are expected to be light in availability throughout this week. **Iceberg** ↓ The lettuce market has softened. Supplies have increased partly due to a lack of demand to begin the week. Lettuce carton weights are averaging 34-38 #s in Salinas depending on the supplier. Santa Maria has production also available, with weights similar to Salinas's lettuce. Good weather has allowed better availability of this commodity. The holiday pull should begin by Thursday or Friday of this week.

Melons Cantaloupes ↔ Central American melons are finishing up quickly there will be some hit and miss availability in Florida for another week or two. Mexican fruit is crossing into Nogales in a light way with good quality. **Honeydew** ↓ Offshore dewes are finishing up in Florida will limited availability. Mexican fruit continues to cross over into Nogales will fair quality fruit.

Onions ↔ Idaho/Oregon & Washington are still shipping a few yellows but only light volume as most suppliers are finishing up. Colossal and larger yellows remain limited in the northwest. The quality of the northwest yellows coming from cold-storage has been good. Texas yellows are steady and most packers are still heavy to mediums and jumbos. Larger yellows are limited in Texas but supplies will improve by the end of the week. Some Texas suppliers will transition to the Winter-garden area this week. California yellows are also starting off small but they will have better size by Friday. Red onions are tight in all districts! The northwest still has a few but they are almost finished. Texas has some reds but they are still packing more mediums and are limited and stronger on jumbos. California light volume of reds and they also have more mediums than jumbos. White onions are

steady to higher in all districts due to light supplies.

Potatoes ↓ The Idaho market continues to sag due to light demand. Many suppliers are finishing their norkotahs this week though so expect a slightly smaller size profile. Number-two's are steady due to stronger demand. Idaho is still peaking on 80/90/100 counts. Washington potatoes are also steady to lower and they are still peaking on 80's. Some Washington shippers are still offering volume discounts on cartons. Colorado cartons are steady to lower as well. Colorado's peak size (s) has varied by lot and shipper. The russet quality has been excellent in all areas. Bakersfield is packing all colors of new-crop desert potatoes and they have good supplies available. North Dakota is finished packing for the season. Idaho is still packing a few storage reds and golds and they continue to peak on A-size but their supplies is also limited. Florida continues packing all colors and the market is higher on most sizes and varieties. Most Florida packers are still heavy to A-size in all colors and are limited on B's and smaller.

Tomatoes Eastern ↔ The market on mature greens has more or less completed the transition from Immokalee/Naples to the Palmetto/Ruskin district in Florida, and volume from this new area is gearing up. Quality is excellent and prices are low. However, the crop is at least 2 weeks ahead of schedule, which could portend an end to this deal by mid-to-late May, which could cause an interesting situation if the next district to

start—Quincy/Tallahassee, FL—is not ready to begin. Look for strengthening markets starting in early-to-mid May. **Western** ↔ Quality is still fairly good on Roma and round tomatoes shipping out of McAllen, TX and Nogales, AZ, thus these areas are still able to distribute to most areas west of the Mississippi River on a regular basis and keep their toehold in the market. Even though prices have not inched much above the minimum, look for volume to remain steady for a couple weeks yet, then start to dwindle starting in early May.

