



# Fresh Directions

May 24th, 2012

*An informative weekly fact sheet for the produce procurement professional.*

**Apples** ↑ New York is still packing light volumes of McIntosh, Empires, Rome's, and Red Delicious but they are almost finished for the season. Washington Red Delicious is still peaking on higher grade 88 & 100's. Lower grade reds remain tight as we approach the end of the storage season. Golden Delicious are heavy to the higher grades and 88/100 sizes as well. Lower grade Golden's are also tight. Granny-Smiths are heavy to higher grade 88/100 sizes too and are also limited on the lower grades. Galas are peaking on 88's and smaller and the higher grades but remain limited. Washington Fuji's are peaking on extra fancy 72/80's but supplies are very short right now and the market is higher on all sizes.

**Asparagus** ↑ This market is firm to start the week. Suppliers are very light in availability. Supplies out of Mexico continue to be very light. Production from Peru shows light availability as well. Domestic grass is being harvested in the Salinas, Bakersfield and Stockton region. Demand exceeds supplies. Suppliers are dealing with the issue of seeding and feathering with this commodity.

**Avocado** ↔ Very good demand continues to drive the avocado market. Mexican supplies are declining weekly and will so through June as they major season come to the end. Maturity and flavor are excellent. California fruit harvest continues at a steady pace and is now out pacing the

Mexican harvest. California fruit has good maturity, flavor and oil content.

**Bell Peppers** Western ↔ Green bell market is steady, continuing light supplies of fancy large sized green bell pepper. Diminishing supplies on choice and small fruit as some growers winding down on production as older fields play out. **Eastern** ↔ Product also winding down in Florida and with GA crop not as good as expected demand and pricing should remain high. Majority of the pepper in GA remains big in size (JBO/XL) with very little off-grade pepper available at all.

**Broccoli** ↔ This market is steady. Suppliers are not offering special pricing on crowns but availability is fine to fill all orders. Bunched product is lighter in supplies compared to last week. Salinas and Santa Maria are the main growing regions for this commodity. Demand is expected to pick up at the end of the week, but for now, this market is steady.

**Cauliflower** ↔ This market is a little stronger. The main sizing is coming in the twelve counts. Demand has increased slightly while supplies have lessened. Light brown spotting is being seen upon arrivals, so please be aware. Most shippers continue to deal with this issue.

**Celery** ↔ This market is slightly softer. Supplies have been better,

particularly on the small sizes. Many suppliers continue to deal with seeder, but the problem is not as big compared to past weeks. There have been reports of browning on the ends of bunches. Oxnard is the main area of production on this commodity. Santa Maria also has light production.

**Citrus Lemons** ↑ Ventura crop harvest is going at full production. Demand is exceeding supplies on 140 and 165 lemons which are normal this time of year. We will not see much relief until Chilean imports begin sometime around mid July. **Oranges** ↑ The Navels production and supplies are light. 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 still limited on them. The sizing of the Valencia's this year is larger, and many shippers expect 138's will be a demand exceeds supplies situation throughout the Valencia season.

**Lettuce Leaf** ↔ The leaf market is softer. A few shippers have offered aggressive sharp pricing on all leaf items. Supplies will be good throughout the week. Supplies out of Santa Maria are expected to be stronger, but Salinas will have the best availability of product throughout the week. **Iceberg** ↑ The lettuce market is firm. Many suppliers are harvesting in new fields so the quality is expected to be much better compared to previous weeks. Santa Maria has production also available, with weights similar to Salinas's lettuce. The weights on palletized lettuce will be a solid 46-48 pounds.

### **Melons** Cantaloupes ↔ Central

American fruit just about finished with only bits and pieces left. California fruit very limited in the desert with Yuma and Maricopa, AZ starting at the end of the week into next week. **Honeydew** ↔ There are very few off shore dewes left. Mexican fruit continues to cross over into Nogales where both volume and quality are good. The Imperial Valley has good quality and availability of honeydew with mixed melons now available as well.

**Onions** ↑ Yellows are limited but steady in Texas. They are packing more this week though so supplies will improve. California is steady on all yellows and they are heavier to jumbos and larger now. Some of the smaller shippers will finish at the end of the week. California reds are steady to lower with a slight increase in availability. Expect the red market to remain steady this week. White onions are available in all areas and are steady to lower. New Mexico is supposed to start packing a few yellows at the end of the week and Huron, California could start packing light volume next week.

**Potatoes** ↓ The carton market in Idaho market remains steady to lower with some flex on volume orders. Number-two's are slightly lower as well now that most suppliers are packing Burbanks only. Idaho is still peaking on 80's and smaller. The Washington market is also steady to lower and they are peaking on 60-80's. Many Washington shippers will also flex for volume. The Colorado market is steady to lower as well and they continue to peak on 50-80's. Most Colorado shippers are also flexing on volume. The russet quality has been excellent in all areas. Bakersfield is packing new-crop red, gold, and white potatoes and the availability is good for all colors. California is heavy

to B size and smaller right now. Idaho is still packing a few storage reds and golds and they continue to peak on A-size. Florida continues packing all colors and the market is steady 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 crown (1st) pickings in the Palmetto/Ruskin district in Florida are about finished, and reports have the 2nd and 3rd picks to be minimal because of the heat that bunched up the initial harvest that had been staggered. As we move towards late May, expect yields to decrease more and if demand stays constant, prices will continue to trend upwards. The next area on deck around Memorial Day, the Quincy/Tallahassee district, has reports of much less planted than in previous years.

**Western** ↔ Volume is definitely diminishing in some Mexican districts, even with harvest out of newer fields. Prices have begun to increase on the mature greens as more business has come out their way due to higher prices in the East. Roma tomatoes have spiked in price as well, with quality variable.

