



fresh Directions

June 7th, 2012

An informative weekly fact sheet for the produce procurement professional.

↑ New York is still packing light volumes of Empires, Rome's, and Red Delicious but will finish early this year. Washington Red is peaking on 88/100's and the higher grades. Lower grade fruit remains tight as we approach the end of the storage season. Golden's are heavy to the higher grades and the 88/100 sizes. Lower grade Golden's are also limited. Granny-Smiths are peaking on extra fancy 88/100 sizes and are also limited on the lower grades. Galas are peaking on 88's and smaller and the higher grades but are very limited. The Gala market will continue to rise as supplies dry up. Washington Fuji's are peaking on extra fancy 72-88's but supplies are very short as they are almost finished for the season.

Asparagus ↔ This market is firm to start the week. Suppliers continue to have very light availability. Supplies out of Mexico continue to be very light. Production from Peru shows light availability as well. Domestic grass is expected to go until early July with one supplier in Salinas. Demand exceeds supplies. Jumbo grass is almost non-existent.

Avocado ↔ Mexican supplies are declining weekly, with decent volume through June. California volume is increasing; peaking on 60ct, with 48ct and larger in short supply. California fruit has good maturity, flavor and oil content.

Bell Peppers Western ↔ Green bell market is very active and trending up as growers will transition from Coachella to Bakers field and other northern districts. Colored bells are steady. Good supplies, good quality from southern California. **Eastern** ↔ The bell pepper market remains unchanged for the front part of the week. Demand on the east should stay strong as Nogales comes to a close. Look for this market to go up slightly heading into the weekend.

Broccoli ↔ This market is firm. Suppliers are not offering special pricing on crowns, as this commodity has tightened up. Bunched product is lighter in supplies. Salinas and Santa Maria are the main growing regions for this commodity. Demand looks to increase mildly throughout the week. There are no major issues to report in terms of quality.

Cauliflower ↔ This market is firm to begin the week. The main sizing continues to be twelve counts. Demand has lightened up compared to last week. Supplies are moderate at best. Light brown spotting is being seen upon arrivals, so please be aware. Most shippers continue to deal with this issue.

Celery ↔ This market is steady. Supplies continue to be best on 24s and 30s. Smaller sizing is commanding a higher price. 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 production. Salinas will not begin production for another month.

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. The Valencia orange crop continues to increase in supply with 138's continuing to be tight.

Lettuce Leaf ↔ The leaf market is steady. Romaine has firmed up with some suppliers. This could be partly due to the current lettuce market. Supplies should be moderate to good throughout the week. Supplies out of Santa Maria are expected to be stronger, but Salinas will have the best availability of product. Green and red leaf will have good availability as well. **Iceberg** ↔ The lettuce market is firm. Most suppliers have some open lettuce to sell on the open market in contrast to last week where many were sold out to begin the week. Some suppliers are harvesting in new fields, but issues of quality continue to pop up. Decay, pink ribbing and brown outer leaves continue to be an issue. Santa Maria has production also available, with weights similar to Salinas's lettuce. The weights on palletized lettuce will be 40-44 pounds.

Melons **Cantaloupes** ↑ Mexican cantaloupe is very limited with very few crossing. Arizona domestic fruit is also limited the weather is warmer but demand exceeds supplies. All fruit is mostly 6-9ct sizes. **Honeydew** ↔ 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 available as well. Arizona is getting better supplies with good quality.

Onions ↔ Yellow onions are mostly steady but there is some flex for volume depending on the growing area. The California desert is finished with reds and whites and is looking to get the last yellows moved. Huron, California and New Mexico are mostly steady on yellows and both areas are heavy to jumbos and mediums. Reds are steady in both areas. Whites are limited but available in Huron & New Mexico. The quality reports are good on all colors and in both the new areas.

Potatoes ↓ Idaho cartons continue to slowly fall and the demand remains light. Most packers are still pushing on 80-count and smaller Burbanks. Most shippers will discount for volume orders. The Washington market is also lower and they are peaking on 60-80's. Most Washington shippers will also flex for volume. The Colorado market is steady and they continue to peak on 50-80's. Colorado shippers aren't flexing so they won't run out of product early. The russet quality has been excellent in all areas. Bakersfield will start packing new-crop russets today. Bakersfield is still packing newcrop red, gold, and white potatoes and the availability is good for all colors. California is heavy to A-size now but they have plenty of B's also. Idaho is done packing few storage reds and golds and but they still

have a few on the floor. Florida continues packing all colors and the market is steady but limited on as they are almost finished for the season. Most Florida packers are still heavy to A-size in all colors and are limited on B's and smaller.

Tomatoes **Eastern** ↔ The Palmetto/Ruskin tomato deal is all but finished, and supplies have become short in the state of Florida overall, with a corresponding stronger market situation. Harvests are continuing in the Panhandle near Quincy & Tallahassee, but even that area has seen occasional rain from Tropical Storm Beryl. Speaking of, the new district in the Charleston, South Carolina area has also seen its share of heavy rain from Beryl, but it is not known yet if quality or yield will be affected. **Western** ↔ Not a lot of tomato product available presently in the Mexican deal through Nogales, Arizona and McAllen, Texas. 4x4 and 4x5 vine ripers are about the only items that are being traded with any regularity. The mature green harvest in the Imperial Valley of California near Indio is picking up but is traditionally shortlived. And the main green deal in the San Joaquin valley should begin harvest around mid-June in Firebaugh up to Merced, with later start times in the northern part of the valley near Tracy & Manteca.

