



fresh Directions

June 14th, 2012

An informative weekly fact sheet for the produce procurement professional.

↑ New York is packing light volumes of Empire, Rome, and Red Delicious apples but they will only pack for a couple more weeks. Washington Reds are peaking on 88/100's and the higher grades. The lower grades remain limited. Golden delicious are heavy to the higher grades and size 88/100's. Lower grade Golden's remaining limited. Granny-Smiths are also peaking on extra fancy 88/100's and the lower grades are limited. Galas are heavy to 88's and smaller and the higher grades but are almost finished. Washington Fuji's are peaking on extra fancy 72/80/88's and they are still very short as well.

Asparagus ↔ This market is firm. Supplies continue to be very light. Most packs are the eleven pound with very few 28s being packed, due to light availability. Supplies out of Mexico continue to be very light. Production from Peru shows light availability as well. Domestic grass will go until early July with one supplier in Salinas. Demand exceeds supplies. Jumbo grass is at a premium price.

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 unsettled and trending up. Upcoming transition to other districts is impending. **Eastern** ↔ With persistent rain hitting South Georgia for the last several days, pepper is tightening up. With marginal quality and limited supplies, expect this market to creep up this week.

Broccoli ↔ This market is active on bunched product as well as crowns. Bunched product and crowns are about equal in availability, a sharp contrast compared to previous weeks. Salinas and Santa Maria are the main growing regions for this commodity. Demand looks to be higher throughout the week. There are no major issues to report in terms of quality.

Cauliflower ↔ This market is stronger as supplies will be lighter throughout the week. The main sizing continues to be twelve counts. Demand is stronger. Light brown spotting is being seen upon arrivals, so please be aware. Most shippers continue to deal with this issue. Expect pricing to be active throughout the week.

Celery ↔ There is no change in the market. Things are steady. Supplies continue to be best on 24s and 30s. Smaller sizing is commanding a higher price. Salinas has begun production and more will be available next week. The option for Salinas, Oxnard, and Santa Maria exists. This will save some trucks from going down South.

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 and coming to the end for many shippers. The Valencia orange harvest remains steady, with sizing peaking on larger sizes – 72's/88's. Heavy demand on small sizes is keeping market firm.

Lettuce **Leaf** ↔ The leaf market is steady. Supplies will strong throughout the week. Warm temperatures this past week has made supplies stronger. Supplies out of Santa Maria are expected to be good, but Salinas will have the best availability of product. Green and red leaf and romaine will be plentiful throughout the week. **Iceberg** ↔ The lettuce market is steady. Most suppliers have more lettuce to sell, and offers are being listened to. Decay, pink ribbing and brown outer leaves continue to be an issue. Although the quality has improved, there are some issues upon arrival. 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** ↑ Arizona domestic fruit is limited on 15's and smaller with fruit still running large. Better volume is expected at the end of this week into

next week. But with the Imperial Valley and Yuma finishing up there won't be much relief. The market is steady to lower with good demand. **Honeydew** ↔ Mexican fruit continues to cross over into Nogales where both volume and quality are good. There is good availability of all sizes. 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 ↔ California Yellows are steady to lower and are only average in size. New Mexico yellows are steady to lower as well and are mostly average in size as well. California expects bigger yellows next week. Reds are steady to lower in both areas but the availability is improving. Both areas are short on medium reds. Whites are steady and both areas have good supplies. The quality is good on all colors.

Potatoes ↓ The Idaho carton market continues to slowly fall. The demand has been steady but light. Most shippers are still peaking on 80-count and smaller Burbanks and they are shorter on the larger counts. Most shippers are still discounting for volume orders of 60-count and smaller. The Washington market is steady to lower and they are peaking on 60-80's. Most Washington shippers will also flex for volume. The Colorado market is steady to higher due to light storage supplies and they are still peaking on 50-80's. The Colorado shippers are still conserving their storage product so they don't run out early. Bakersfield, California has russet available. The russet quality has been excellent in all areas. Bakersfield is still packing red, gold, and white potatoes and the availability is good for all colors. California is heavy to A-size now but there is no shortage of B's. Florida is only packing a few reds now and they are mostly large. North Carolina and Alabama are supposed to start packing red this week.

Tomatoes Eastern ↔ The fields in Florida's Panhandle near Tallahassee and Quincy are still yielding fairly good volume, as are the districts near Charleston, SC, although periodic rains have curtailed picking somewhat. Quality to date has not been affected but if the rains continue, it could become an issue. The next deals looking forward will be the mountain deal in Tennessee and western North Carolina and then the Eastern shore of Virginia & Maryland. **Western** ↔ For round tomatoes in California's San Joaquin Valley, the first shippers with fields from Bakersfield to Firebaugh are starting to pick. Within the next couple of weeks, growers near Merced will begin harvest and by the 4th of July, most sheds will be packing with relatively good volume. Markets are firm on rounds and strong on Romas for the time being.

