



Fresh Directions

June 21st, 2012

An informative weekly fact sheet for the produce procurement professional.

Apples ↑ New York continues to pack light volume on Empires, Rome's, and Red Delicious but they are almost finished. Washington Red delicious are still peaking on the 88 & 100 sizes and the higher grades. Lower grade reds remain limited. Golden delicious continue to peak on 88/100's and the higher grades. Lower grade Golden's are also short. Granny-Smiths are also peaking on extra-fancy 88/100's and are short on lower grades. Galas are peaking on 88's and smaller and the higher grades but supplies are extremely.

Asparagus ↔ This market is steady. Supplies are limited. 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 the most difficult size to purchase.

Avocado ↔ Mexican supplies are declining weekly, with decent volume through June. California volume is good, peaking on 60ct. 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 Bakersfield and other northern districts. Colored bell unsettled and trending up. Upcoming transition to other districts is impending. **Eastern** ↔ With the

end of the Georgia pepper season right around the corner and recent heavy rain, quality has been an issue. Demand stays strong, however and the market has remained somewhat steady. Look for a rising market in off grade peppers as those become more scarce.

Broccoli ↔ This market is active, especially on crowns. Santa Maria and Salinas are the main growing regions for this commodity. Demand looks to be stronger throughout the week. There are no major issues to report in terms of quality. Supplies will be light for the week.

Cauliflower ↔ This market is active. Supplies are expected to be light 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 ↔ The market is steady with volume deals being offered on large sizing, mainly twenty-four and thirty counts. Smaller sizing continues to command 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 continues on a steady path. Suppliers are listening to offers for volume type orders. Supplies are expected to be good 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. Fringe burn is being reported on leaf items so please be aware. This is an issue with many suppliers. **Iceberg** ↔ The lettuce market is steady. Many suppliers have more lettuce to sell, and offers are being listened to. Decay, pink ribbing and brown outer leaves continue to be an issue upon arrivals. Santa Maria has production also available, with weights similar to Salinas's lettuce. The weights on palletized lettuce will continue to average 41-44 pounds. A few suppliers are going to be lighter on lettuce next week so there is a chance of the market going up next week.

Melons Cantaloupes ↑ Arizona domestic fruit is limited on 15's and smaller with fruit still running large.

Imperial Valley and Yuma are finished up. Bakersfield should have fruit available at the end of the month. 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 will be finishing up in the next week or so. Arizona is getting better supplies with good quality.

Onions ↔ California yellows are mostly steady on jumbos and larger and are getting larger, but are higher on mediums. Yellows in New Mexico are also mostly steady. There was some flex in jumbo yellows but strong demand has cleaned up many of the deals. Most of the New Mexico suppliers are short on Colossals and Supers but a couple have good size. Reds are steady to lower in both states and there are volume deals for jumbos in both while medium remain limited. Whites are lower and both states have good supplies. The quality is good on all colors.

Potatoes ↓ The Idaho market is lower again on cartons. Most shippers are still peaking on 80-count and smaller but there are good supplies of the larger sizes too. The Washington market has firmed up as they are nearing the end of the season. The Colorado market is steady due to lighter storage supplies and they are still peaking on 50-80's. The Colorado shippers are still trying to conserve their storage product so they don't run out before new-crop. Bakersfield, California continues to pack russets and they are peaking on 80's and smaller. 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 heavier to A size now but there is no shortage of B's. Florida is finished for the season. North Carolina has started packing reds and whites. Alabama has started packing reds.

Tomatoes Eastern ↔ The Quincy/Tallahassee deal in Florida's Panhandle is quickly coming to an end, and reports have the grower/shippers in the Charleston, SC deal to be moving through their fields faster than normal as well. While this may not cause a tomato shortage, there will be short-term gaps here & there on specific sizes. Prices are currently high & quality remains good to very good. 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** ↔ About half of the grower/shippers in California's San Joaquin Valley have commenced picking, with a few more due to come online within the next few days. Most early harvests are from the Huron to Bakersfield area, and reports have the size as heavy towards x-large & quality good. Markets are strong and that status looks to continue through the end of the month.

