



fresh Directions

June 28th, 2012

An informative weekly fact sheet for the produce procurement professional.

↑ New York has finished packing. Washington Red delicious is still producing mostly 88 & 100 sizes and the extra-fancy grades. Lower grade reds remain short and they continue to climb. Golden delicious continue to peak on 88/100's and the higher grades. Lower grade Golden's are short as well. Granny-Smiths are heavy to extra-fancy grade 88/100's and are also limited on lower grade fruit. Galas are peaking on 88's and smaller but are essentially finished for the season. Washington Fuji's are peaking on extra fancy 72/80/88's and they are also very short.

Asparagus ↔ This market continues to be steady. Supplies out of Mexico continue to be very light. Production from Peru shows light availability as well. Domestic grass will finish up by the end of the month. There are no 28 pound cases being packed by any supplier, only eleven pounders. Demand continues to exceed supplies. Jumbo grass is the most difficult size to purchase.

Avocado ↔ Mexican supplies are declining weekly, with decent volume into July. California volume is good; peaking on 60ct. California fruit has good maturity, flavor and oil content.

Bell Peppers Western ↔ Green bell market is settling as growers are transitioning from Coachella to Bakers field and other northern districts. Colored bell continue unsettled and trending up.

Demand exceeds on red bell pepper and Gold bells are extreme demand exceeds. Upcoming transition to other districts expected first, second week of July.

Eastern ↔ GA continues to finish up. May shippers have pulled the plug this week after several days of very heavy rains. NC shippers have the majority of the pepper volume this week as Michigan is still a week or two away.

Broccoli ↔ This market is coming off. Santa Maria and Salinas are the main growing regions for this commodity. Demand has fallen off. There are no major issues to report in terms of quality. Supplies are definitely better on bunched product as well as crowns.

Cauliflower ↔ This market is lower. Supplies have picked up as demand has fallen. The main sizing continues to be twelve counts. Demand has begun the week on the slower side. Light brown spotting is being seen upon arrivals, so please be aware. Most shippers continue to deal with this issue. Expect browning sporadically to be seen throughout the week.

Celery ↔ The market is stronger. Oxnard has finished production. Smaller sizing continues to command a higher price. Salinas' production is light to moderate, and Santa Maria is also in production. The option for Salinas and Santa Maria are the two regions to choose from when loading.

Citrus Lemons ↑ Ventura crop harvest is going at full production. Supplies are good, with good steady summer time demand.

Oranges ↔ The Navels production and supplies will be finishing this week. The Valencia orange harvest remains steady, with sizing peaking on larger sizes – 72's/88's. Good demand on small sizes is keeping market firm.

Lettuce Leaf ↔ The leaf market is steady. Some suppliers are better off than others and there are offers available, mainly on romaine. Supplies are expected to be moderate to 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. Offers from a few suppliers are being listened to so don't be afraid to ask. 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. At the end of last week, there was a thought that lettuce would be stronger to begin this week, but demand has fallen off.

Melons Cantaloupes ↑ Arizona domestic fruit is still 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 higher with good demand. Westside California product should start up around the second week of July. **Honeydew** ↔ Mexican fruit continues to cross over into Nogales with less volume and good quality. Honeydew 8's is limited with Mexican fruit now running larger. The Imperial Valley has good quality and will be finishing up in the next week or so. Arizona is getting good supplies with good quality but fruit is large there as well.

Onions ↔ Yellows in New Mexico are still short as many of the shippers there are still in a small gap between the winter-over's and direct seed. The New Mexico market is steady but limited especially on medium yellows. California yellows are also steady on jumbos and larger and they are also short of medium yellows. Reds are mostly steady in both states and they have limited numbers of mediums. Whites are steady to lower in both states. The quality has been good on all colors.

Potatoes ↓ The Idaho market is flat with good supplies available on all sizes. Most shippers are still peaking on 80-count and smaller. Washington is steady but firm with light supplies available. Many Washington shippers have finished packing old-crop. The Colorado market is steady and they are still peaking on 50-80's. Most Colorado suppliers are 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. North Carolina & Virginia have started packing reds, whites, and golds and they are both heavier to A-size. Alabama continues to pack reds.

Tropical Storm Debby dumped its rain on Florida after the Palmetto/Ruskin deal had finished, although the tail-end of the Quincy/Tallahassee district still caught quite a bit of rain. The main thrust of the Eastern mature green tomatoes right now is in the Charleston, SC area, with the Tennessee mountain deal and the Eastern Shore of Virginia/Maryland on the horizon. **Western** ↔ Even with cooler weather this week, more mature green tomato shippers in California's San Joaquin Valley have come online, with an evenhanded size profile and good quality. There will still be a few shippers in the northern part of the valley that aren't due to start until after the Fourth of July, but there should be ample supplies for distribution from now through the end of October.

Tomatoes Eastern ↔ Fortunately,

