

Fresh DIRECTIONS



An informative weekly fact sheet for the produce procurement professional.

June 28th, 2012

Apples ↑ New York has finished packing. Washington Red delicious is still producing mostly 88 & 100 sizes and the extra-fancy grades. Lower gradereds 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 ↔ **Eastern** ↔ Western green bell market is settling as growers are transitioning from Coachella to Bakers field and other northern districts. Adequate supplies on all green bells. 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. For eastern belle peppers, GA continues to finish up. May shippers have finished up 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 steady. 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 steady. Supplies are stronger due to a lack of demand in the market. The main sizing continues to be twelve counts. Demand like the previous week has begun light to begin the week. 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 continues to creep upward. With the absence of Oxnard, supplies have tightened up considerably. Smaller sizing commands 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 ↔ **Oranges** ↔ The lemon Ventura crop harvest is going at full production. Supplies are good, with good steady summer time demand. 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 ↑ **Iceberg** ↔ The leaf market is active on green leaf and romaine. Supplies are expected to be light to moderate throughout the week. 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. A few suppliers are already indicating lower volumes of production on romaine starting next week so please be aware. The lettuce market continues overall to be steady. A few suppliers are lighter in availability and this will likely cause for a pricing gap of a dollar or two. Decay, pink ribbing and brown outer leaves continue to be an issue upon arrivals, sporadically. 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.

Melons — Cantaloupes ↔ **Honeydew** ↔ In the cantaloupe market Arizona domestic fruit is still limited on 15's and smaller, with fruit still running large. Imperial Valley and Yuma are finished up. Bakersfield has started with limited availability. The market is steady to higher with good demand. The first of the Westside California product has started with limited availability and excellent quality. In the honeydew market, 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 cleaned up on dewes; Arizona is getting good supplies with good quality and mostly large fruit. The Westside will start up in about 10-14 days.

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 strong and limited as many suppliers are not harvesting during the holiday week. 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 about steady 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.

Tomatoes — Eastern ↔ **Western** ↔ In the eastern market, 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. In the western market, fortunately, 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.

