

Fresh DIRECTIONS



An informative weekly fact sheet for the produce procurement professional.

July 12, 2012

Apples ↑ 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 is steady to begin the week. Supplies out of Mexico continue to be on the light to moderate side. Peruvian product will be light throughout the week. There continues to be no 28 pound cases being packed by any supplier, only eleven pounders. Jumbo grass continues to be the lightest size for availability.

Avocado ↔ This market is steady to begin the week. Supplies out of Mexico continue to be on the light to moderate side. Peruvian product will be light throughout the week. There continues to be no 28 pound cases being packed by any supplier, only eleven pounders. Jumbo grass continues to be the lightest size for availability.

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 supplies ought to improve as other districts come online. Demand exceeds on red bell pepper and Gold bells are extreme demand exceeds. In the Eastern bell market, NC shippers have the majority of the pepper volume this week and many Michigan shippers are starting to work their own pepper. As is the case with the initial harvests, sizing is heavy to the larger sizes with very little off grades available. Market is steady.

Broccoli ↔ This market is steady to start the week. A few shippers came out with stronger pricing, but overall, things are steady for now. Santa Maria and Salinas continue to be the main growing regions for this commodity. Demand is likely to pick up by the end of the week. There are no major issues to report in terms of quality. Supplies are definitely better on bunched product compared to crowns.

Cauliflower ↔ This market is flat. There are plenty of offers for volume orders so don't be shy to ask. 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 sporadically upon arrivals, so please be aware. Most shippers continue to deal with this issue.

Celery ↑ This market is very active. Bad weather in the Michigan territory as well as other local growing areas has put a hard demand on California product. Demand clearly exceeds supplies and this will be continuing throughout the week. All sizing is light in availability. The option for Salinas and Santa Maria are the two regions to choose from when loading out of California.

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 continues to gain strength on green leaf and especially on romaine. Supplies are expected to be light on romaine throughout the week. Romaine hearts will be extremely light and expect to hit escalated contract pricing within the week. Fringe burn is being reported on leaf items so please be aware. This is an issue with many suppliers. Supplies out of Canada and other local growing regions have had hot weather that has made for low crop yields. This has created a higher demand for California product. The lettuce market is stronger. Many suppliers are expecting this market to rise steadily

throughout the week. 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. With romaine having issues on availability, expect more activity on the lettuce market.

Melons — Cantaloupes ↔ Honeydew ↔

In the cantaloupe market, Arizona domestic fruit all but done for the season. Bakersfield has started but supplies remain limited. Westside product has started and product is peaking to 12's and 15's with deals on small fruit. In the honeydew market, Mexican fruit continues to cross over into Nogales with less volume and good quality. The Westside will have some limited availability of dews with more shippers starting at the end of the week into next week.

Onions ↑ The yellow market is slightly stronger due to limited numbers in New Mexico. New Mexico had rain last Thursday night and through the weekend so it will take them a few days to dry out. The shippers that are packing have small yellows. California yellows are steady to higher on all sizes but they are heavier to larger onions and are short on mediums. Reds are steady to lower in both states and mediums remain short. Whites are steady to lower in both states. The quality has been good on all colors.

Potatoes ↔ The yellow market is slightly stronger due to limited numbers in New Mexico. New Mexico had rain last Thursday night and through the weekend so it will take them a few days to dry out. The shippers that are packing have small yellows. California yellows are steady to higher on all sizes but they are heavier to larger onions and are short on mediums. Reds are steady to lower in both states and mediums remain short. Whites are steady to lower in both states. The quality has been good on all colors.

Tomatoes — Eastern ↔ Western ↔ In the Western market, production in the San Joaquin Valley district in California is in full swing, with only a few shippers not online yet. Quality is excellent & volume is picking up, which is having the normal inverse reaction on price. Most of the Midwest repackers & distributors have transitioned sourcing-wise to California from the East, but the Eastern wholesalers have yet to totally make the switch. In the eastern market, the Charleston SC deal has begun to wind down from a supply standpoint, and that should be supplanted within a few days by production in eastern North Carolina and the mountain deal in Tennessee, with the Eastern Shore of Virginia/Maryland in the on-deck circle. However, it is too early to say whether the intense heat that has gripped much of the nation will have an effect on yield in these areas

