

Fresh DIRECTIONS



An informative weekly fact sheet for the produce procurement professional.

July 19, 2012

Apples ↑ Washington Red delicious continues to peak on 88's and 100's in the Washington-extra grades. Fancy grade supplies are still limited and the market for them will continue to climb. Golden delicious are also peaking on 88/100's and the higher grades. Lower grade Golden's are also limited and their market remains strong. Granny-Smiths are heavy to extra- fancy grade 88/100's as well. U.S. extra-fancy grade grannies are also short and will remain so. California should start packing new-crop grannies around September 1st. Galas are peaking on 88's and smaller but are essentially finished for the season in Washington. California should start packing new-crop Gala's around August 1st. Washington Fuji's are still peaking on extra-fancy 72-88's and remain extremely short as they are almost finished for the season.

Asparagus ↔ This market has remained steady. 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 ↔ Mexican supplies are declining weekly, with decent volume into July. California volume is good; peak size has switched to 48's and larger, with 60ct and 70ct much lighter in supplies. California fruit has good maturity, flavor and oil content.

Bell Peppers — Western ↔ **Eastern** ↔ The Western green bell market is steady as growers are hitting their stride in production. Adequate supplies on all green bells. Colored bell continue unsettled supplies improving as other districts come online. Demand continues to exceed but production is catching up to offset on red bell pepper and Gold bells. With Michigan now working their own peppers there is plenty of volume out of the Northeast and Carolinas, the Eastern market has softened a bit. As is the case with the initial harvests, sizing is heavy to the larger sizes with very little off grades available. Quality is good and demand is steady.

Broccoli ↔ This market has not changed. A few shippers came out with a little stronger pricing, but overall, things are steady. Santa Maria and Salinas continue to be the main growing regions for this commodity. There are no major issues to report in terms of quality. Suppliers are stronger on bunched product compared to crowns. Deals can be made on volume type orders with some suppliers.

Cauliflower ↔ This market is flat. There continues to be plenty of offers from suppliers for volume orders. 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 steady. Demand is lighter. Large sizing has picked up in availability, with small sizing still being on the light side. The option for Salinas and Santa Maria are the two regions to choose from when loading out of California. Some shippers are offering early deals on volume type orders for large sizing, 24s in particular.

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 and light supplies on small sizes is keeping market firm. Limes: Supplies are good on all sizes. We are beginning to see the crop shift back to peak size of 230/200/175ct.

Lettuce — Leaf ↓ **Iceberg** ↓ The leaf market has softened due to a lack of demand to begin the week. Romaine hearts will continue to be on the light side throughout the week. Suppliers are reporting fringe burn and slight mildew on carton romaine so please be aware of this. Multiple shippers have reported this. The availability of product this week will be highly influenced on local production across the U.S. To start the week, availability will be fine. The lettuce market is a little softer. A few suppliers are trying to hold on to stronger pricing but overall, deals can be made for large orders. Decay, pink ribbing and brown outer leaves are an issue that exists with many suppliers 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 ↔

For cantaloupe, the Arizona domestic fruit is done for the season. Bakersfield has started but supplies remain limited. Westside product is going strong with product 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. They should finish up by the end of the week. The Westside is going now with sizes peaking to 5's and very limited on small fruit quality is excellent.

Onions ↑ Yellows remain strong in both California and New Mexico. Lighter supplies in New Mexico are the main factor. Most New Mexico shippers still have smaller size so colossals and Supers are limited. California has a good supply of yellows and they are heavier to larger onions and are short on mediums. Reds are steady to lower in both areas. Most shippers have good supplies of jumbo reds but are short on mediums. Whites are steady to lower in both areas with good supplies available. The quality has been good on all colors.

Potatoes ↔ Idaho cartons are steady on 80's and smaller and steady to slightly higher on 70's and larger. Most shippers continue to produce more of the smaller counts than the larger. Washington is steady but limited as many shippers are finished with old-crop. Washington should pack new-crop the week of July 23rd. The Colorado market is mostly steady with some slightly higher. Nebraska has started packing new-crop Norkotahs. Bakersfield, California continues to pack russets and they are still peaking on 80's and smaller. The California shippers are looking for russet movement. The russet quality has been excellent in all areas. Bakersfield is still packing a few

packing red, gold, and white potatoes but they are coming

to the end of the season. Stockton has started packing new crop reds and will have golds and whites next week. North Carolina & Virginia are still packing reds, whites, and golds and they are both heavier to A-size although N.C. is almost finished. Alabama continues to pack reds and they are mostly A-size as well.

Tomatoes — Eastern ↔ Western ↔ The western tomato deal in California's San Joaquin Valley is rocking along at ever- strengthening prices. Distribution is very good and so is quality. Interestingly, the size profile at most packing sheds is split between x-large, large & medium sizes for the most part, which has also helped the sell factor. The only potential fly in the ointment, so to speak, is the fact that the heat in the Midwest and Mid- Atlantic regions of the U.S. have brought on the homegrown/backyard varieties somewhat early, and that could potentially curtail movement at destination before long. In the east, the Eastern Shore deal in Virginia/Maryland is in full swing, as is the Tennessee mountain district near Unicoi, but the heat spells have made the early yields somewhat sporadic, thus keeping prices firm too strong. Quality is very good. These tomatoes also have to compete with the Vineland New Jersey crop, which has come on early but should be short-lived.

