

Fresh DIRECTIONS



An informative weekly fact sheet for the produce procurement professional.

July 26, 2012

Apples ↑ Washington Reds are still peaking on 88/100's in the Washington-extra grades. Supplies of the fancy grade are already limited and getting tighter. Golden delicious are also heavy to the 88/10 sizes and the higher grades. Lower grade Golden's are also extremely limited short. Granny-Smiths are also heavy to extra- fancy grade 88/100's. Lower-grade grannies are also very short and getting shorter. California should start packing new-crop grannies around September 1st. Galas are essentially finished for the season in Washington. California should start packing new-crop Gala's between August 1st and August 8th. Washington Fuji's are still peaking on extra-fancy 72-88's and they remain extremely short as the season is almost over.

Asparagus ↑ The market on Mexican grass is going up early next week. Supplies out of Mexico continue to be moderate at best. 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 continue to decline weekly. 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 green bell market is expected to trend up slightly to steady. Adequate supplies on all green bells. Colored Red bell steady to trending slightly up as some growers will come off slightly in production this coming week. Demand is steady. Gold bells are the same as Red bells. In the eastern bell market, with Michigan now working their own peppers there is plenty of volume out of the Northeast and Carolinas, the 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 is steady. Pricing is very competitive in the industry as suppliers look to increase orders as much as possible. 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. Deals can be made on volume type orders with some suppliers.

Cauliflower ↑ This market is active for the first time in awhile. There is a spread of 2-3 dollars in pricing in the market. Larger sizing is lighter in availability and commanding a higher price. Expect this market to get stronger throughout the week. Light brown spotting continues to be seen sporadically upon arrivals, so please be aware. Most shippers continue to deal with this issue.

Celery ↔ This market is firm. Large sizing is moderate 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. There are no real deals being offered currently on large, volume orders.

Citrus — Lemons ↔ **Oranges** ↔ The Ventura lemon 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 very light supplies on small sizes is keeping market firm.

Lettuce — Leaf ↔ **Iceberg** The leaf market has firmed up with many suppliers. 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 leaf items will be highly influenced on local production across the U.S. To start the week, availability is moderate. The lettuce market is firm. Suppliers are fluctuating in price and this has caused a spread in pricing by as much as four dollars. Decay, pink ribbing and brown outer leaves are a defect that exists lightly with suppliers. Santa Maria has production also available, with weights similar to Salinas's lettuce.

Melons — Cantaloupes ↔ Honeydew ↔

In the cantaloupe market, Bakersfield has limited supplies this week. Westside product is going strong with product peaking to 12's and 15's and deals on small fruit. Next week availability on the large fruit will be even more limited. The Mexican honeydew fruit in Nogales will finish up at the end of this week. The Westside is going now with sizes peaking to 5's and 6's and very limited on small fruit, quality is excellent.

Onions ↑ The yellows market is steady to higher in both California and New Mexico. Pacific Rim export demand is strong right now and some of the New Mexico suppliers are finishing early. Most New Mexico shippers still have smaller size but it is improving. California yellows are larger but the demand for supers has been strong so they are limited and most won't ring very well right now either. Reds are steady in both areas. Most California shippers have jumbo reds and are limited on mediums. Some of the New Mexico suppliers will finish reds next week so expect a stronger marker as they buy from California for mixers. Whites are steady in both areas with good supplies available. The quality has been good on all colors. Washington and Colorado will start packing new crop yellows and reds in one to two weeks.

Potatoes ↔ The Idaho market is mostly unchanged but supplies are starting to dry up. Many shippers have gone up on the larger counts because they have smaller spuds so watch for a stronger market on 70's and larger. The earliest to start new-crop will do so next Monday and the rest should be up and running on or before August 16th. Washington is still packing new-crop norkotahs. The Colorado market is steady to lower on old-crop. Nebraska and Texas are also still packing new-crop Norkotahs. Bakersfield, California continues to pack russets and that market is generally lower. California manifests are still

heavy to 80's and smaller. The russet quality has been excellent in all areas. Bakersfield has finished packing colors but still has a few on the floor. Stockton is packing new crop reds and they have a few golds and whites. Virginia is still packing reds, whites, and golds and they are heavier to A-size although N.C. is finished. Alabama continues to pack reds and they are mostly A-size as well. Washington and Minnesota are both starting to pack new-crop reds.

Tomatoes — Eastern ↔ Western ↔ The western tomato volume is lighter this week in California's San Joaquin Valley, and mature green tomato prices are firm. This 'skip' of sorts has been reported to be the result of rains back in April when there was a lot of replanting going on. Still, daytime temps have been seasonal and in the 90's, so look for yields to increase after next week, albeit not heavily. For the eastern market, the Eastern Shore deal in Virginia/Maryland has caught sporadic rains, as has the Tennessee mountain district near Unicoi and volume has been hit & miss. Prices have continued to be strong, with quality being very good, but distribution has been limited to the Eastern part of the U.S., with homegrown tomatoes beginning in the middle region of the country.

