

Fresh DIRECTIONS



An informative weekly fact sheet for the produce procurement professional.

August 2, 2012

Apples ↑ Washington Reds are still peaking on 88/100's and the extra-fancy grades. Supplies of the lower grades are extremely short and prices are rising weekly so plan ahead for you school business. Golden delicious supplies are extremely limited and are higher on all sizes and grades. New-crop Early-golds and Gingerolds will start in about 3 weeks. Granny-Smiths are also heavy to extra-fancy grade 88/100's and are limited on the lower grades. California is packing Gala's and they are high priced and peaking on smaller fruit. Washington Fuji supplies are very low and are essentially 88's and larger only with no small sizes available. California is packing new-crop Bartlett, Bosc, and Stark-Crimson pears. The Bartletts are heavy to the middle sizes.

Asparagus ↑ The market on Mexican grass is more active on standard and large sizes. Supplies out of Mexico continue to be moderate at best. Peruvian product continues to be light in supplies. 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 down to almost nothing, and their Flor Loca crop will not start to show up until mid August. California volume is good, but is peaking on 48's and larger, with 60ct and 70ct very light in supplies. These sizes will remain very tight until we begin to get the Mexican Flor Loca crop crossing.

Bell Peppers — Western ↑ **Eastern** ↔ The western Green bell market is expected to trend up slightly to steady. Adequate supplies on all green bells. Colored Red bell are 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 pepper and plenty of volume out of the Northeast and Carolinas, the market has softened a bit. Off grade pepper is now readily available and quality has been good on all pepper.

Broccoli ↔ This market has remained steady. Pricing continues to be 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 firm. The larger sizes overall are lighter in availability and commanding a higher price. Expect this market to get stronger towards the end of the week as supplies are expected to be lighter with many suppliers. 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 continues to have the best 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. A few suppliers are listening to offers on large sizes for half load or better type orders.

Citrus — Lemons ↔ **Oranges** ↔ The 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, with very little 138's or 113's. Good demand and very light supplies on small sizes is keeping market firm.

Lettuce — ↔ **Leaf** ↑ **Iceberg** The leaf market is steady to start the week. Romaine hearts will continue to be on the light side throughout the week. Suppliers continue to report fringe burn and slight mildew on carton romaine. Multiple shippers have reported this. Romaine is commanding a higher price than green and red leaf as well as butter. The lettuce market is firm. Suppliers are fluctuating in price and this has caused a spread in pricing by two to three dollars. This commodity has had issues of lightweights, decay, pink ribbing and brown outer leaves. Santa Maria continues to have production. Supplies are expected to be stronger by the beginning of next week.

Melons — Cantaloupes ↔ Honeydew ↔

In the cantaloupe market, Westside product is going strong with excellent quality and all sizes now available. Demand has been light so plenty of fruit available. The Mexican honeydew fruit in Nogales has cleaned up. The Westside is going now with sizes peaking to 5's and 6's and very limited on small fruit, quality is excellent.

Onions ↑ Yellows are mostly steady in both California and New Mexico and the availability has been up and down. Some New Mexico suppliers have finished early. The export demand from California has been strong as well. Both areas are packing more big onions now though so supers are more available than they were. Colorado and Washington have started packing yellows in a light way. Reds are still steady in California while New Mexico is higher as they are buying from California. Most California shippers have jumbo reds and are limited on mediums. Whites are steady in both areas with good supplies available. The quality has been good on all colors.

Potatoes ↑ Idaho Burbanks are up slightly again as the storage season is coming to a quick end. Most suppliers are higher on all sizes but especially the larger counts. Expect light availability on old-crop Burbanks until more suppliers begin packing new-crop norkotahs in the next week to three weeks. One supplier has started packing new-crop norkotahs. Washington is still packing new-crop norkotahs and that market is slightly lower. The Colorado market is steady to lower on old-crop but they are almost finished. Nebraska & Texas are steady to lower on new-crop Norkotahs. Bakersfield, California continues to pack russets and that market is generally lower as they try to finish up. California manifests are still heavy to 80's and smaller. The russet quality has been excellent in all areas. Stockton continues packing red, white, and gold potatoes. The reds are evenly spread across the size spectrum while the whites

and golds are large. Virginia is still packing a few reds, whites, and golds and they are heavier to A-size. Alabama has finished for the season. Washington and Minnesota continue packing new-crop reds & golds.

Tomatoes — Eastern ↔ Western ↔ The western market with the previous intense heat around the nation bringing on tomatoes of the 'homegrown' variety, and in addition slightly increased volume out of the San Joaquin Valley in California, prices have decreased slightly. But, move-ment is fairly good and the thought is that once the flush of homegrown tomatoes gets out of the way, prices will again stabilize. For the eastern market, The Eastern Shore deal in Virginia/Maryland is packing steadily, as is the Tennessee mountain district near Unicoi, with volume still being sporadic. Prices have continued to be strong, with quality being good to very good, but distribution has been limited to the Eastern part of the U.S., with home-grown tomatoes beginning in the middle region of the country.

