

Fresh DIRECTIONS



An informative weekly fact sheet for the produce procurement professional.

August 16, 2012

Apples ↑ New York has started packing a few Paula Reds. Washington Red delicious is still heavy to 88/100's and the extra-fancy grades but supplies are extremely short. Golden delicious are finished for the season. A couple shippers have started packing new-crop Early-golds and Ginger-golds. Granny-Smiths remain heavy to extra-fancy grade 88/100's and the lower grades remain short. In fact all sizes and grades of Granny-smiths are short. California Gala's are steady and the demand has been very strong. Expect the California Gala's to finish early this year due to the shortages in Washington. California continues packing new-crop Bartlett, Bosc, and Stark-Crimson pears. The Bartletts are heavy to the middle sizes so you'll see more deals on 100's and 110's than on the smaller sizes. Washington has started packing Bartletts too.

Asparagus ↑ The market on Mexican grass continues to gain strength. Supplies continue to be very light out of Mexico. Peruvian product continues to be very light in supply as well, but there is some product available. 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 has finished their old crop. They have started their Flora Loca crop. The Flora Loca will have lower maturity than the old crop and will take longer to ripen. Overall Mexican supplies will remain light until their new regular crop begins in September. California volume is good and size curve has evened out with more 60's and 70's coming in to the packing house.

Bell Peppers — Western ↔ **Eastern** ↔ The western Green bell market is expected to trend up slightly to steady. Adequate supplies on all green bells. Hot weather this week is affecting production and quality. Colored Red bell trending slightly up as some growers will come off slightly and hot weather is taking its toll on production and quality. We anticipate relief from the high temperatures in another week or so. The eastern pepper market has been more active in the last few days and should gain strength with schools being back in session.

Broccoli ↔ This market is firm. Pricing, overall continues to be competitive in the industry. 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 a few suppliers.

Cauliflower ↔ This market is steady. The larger sizes continue to be lighter in availability and are commanding a higher price. Light brown spotting continues to be seen sporadically upon arrivals, so please be aware. Most shippers continue to deal with this issue. Supplies are expected to steady throughout the week.

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 continue to listen to half load orders so please keep in mind.

Citrus — Lemons ↔ **Oranges** ↑ 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. It is demand exceeds on the small fruit.

Lettuce — Leaf ↔ **Iceberg** The leaf market continues to gain strength on romaine and green leaf. Romaine has seen more active pricing amongst all the leaf items. Romaine hearts have had reports of fringe and tip burn. Carton romaine has had the same issues. 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. Some suppliers are having issues with availability and this is creating some price gaps between two and three dollars, like the previous week. This commodity continues to have issues of decay, pink ribbing and brown outer leaves. Santa Maria continues to have production. Weights have been better to start this week with many suppliers.

Melons — Cantaloupes ↑ **Honeydew** ↔

In the cantaloupe market, melons are extremely limited and will be for the remainder of the week. Depending on the shipper some have small product available and some with larger fruit but mostly 12's. Temperatures are very hot in the Valley which is bringing on the fruit but there are some fields that ripen up over night and shippers are struggling with soft fruit. The Westside honeydew is going strong with sizes peaking to 5's and 6's but all sizes available. The market is steady to higher.

Onions ↓ Jumbo and medium yellows are being quoted steady to slightly lower in all areas, while colossal and Supers are generally short. Idaho/Oregon has plenty of the jumbos but the larger sizes aren't available in volume yet. California is still heavier to jumbos and smaller but they do have some of the larger sizes. Washington has light supplies and they are also heavier to jumbos and mediums. Colorado has smaller yellows and light volume. New Mexico has better size but supplies are limited as their season is almost over. Most of the remaining New Mexico suppliers will only ship through Friday. The red market is still strong because Washington volume is limited and Idaho/Oregon & Colorado are buying from California. Expect the red market to remain high until Washington increases its volume. Whites are mostly steady in all areas but supplies are light as California and New Mexico are close to the end while the northwest is just getting started. The quality has been good on colors and in all areas.

Potatoes ↓ Idaho Burbanks are finished for the season. The Idaho norkotah market is slightly lower on all sizes. Number-two volume is still limited though. Washington norkotahs are heavier to 70's and larger now and the market is slightly lower. Colorado/Nebraska is also steady to lower. Texas norkotahs are also steady to lower on all sizes. The russet quality ranged from excellent to average

depending on maturity. Stockton, California is steady on all colors but has good volume of reds and will flex for volume orders. All colors are heavier to the larger size in California. Washington, Wisconsin, and Minnesota continue packing pack new-crop reds & golds. The Minnesota & Wisconsin reds are heavier to A-size and most shippers will flex for volume. The colored potato quality has been good to excellent in all areas.

Tomatoes — Eastern ↔ **Western** ↔ On all the eastern tomato deals, from the mountains of Tennessee to Benton Harbor, Michigan, to the Eastern Shore of Virginia and Maryland, a potent combination of rain & heat have taken their toll on yields in all these areas. Quality is good for the most part but picking has been sporadic and thus prices have remained on the high side. In the western market, the mature green tomatoes from California's central valley are supplying a large part of the United States at this point, with good distribution and stable prices. In addition, extra large vine ripe tomatoes are being shipped out of Baja California with good yields to date. Look for this situation to continue for the next few weeks, as long as weather leaves the deal alone.

