

# Fresh DIRECTIONS



An informative weekly fact sheet for the produce procurement professional.

August 30, 2012

**Apples** ↔ New York is now packing Paula Reds, Mac's, Jonamac's, and Gala's. The latter three varieties are a couple weeks early this year. Washington is still limited on C.A. red delicious and they won't pack for another week to two weeks so stay ahead on them! Most shippers were packing the early golden variety's but ran through them quickly and are now gapping. We are supposed to get the first new crop golden delicious next week in Washington. CA Granny-Smiths are still peaking on higher grade 88's & 100's but most shippers are sold out or have very little to offer! Washington is supposed to pack the new-crop Granny-smiths the in the middle of September so we may see a gap with some suppliers. CalifOornia has started packing Granny-smith's and they are peaking on 100's and smaller. Washington Gala inventories are getting larger by the day and there are good numbers of smaller fruit. California Gala's are steady but supplies are extremely short and most shippers are cleaning up. Washington has started packing Gala's. California has also started packing Fuji apples. California is 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 larger, 110's and smaller are very short. The Washington Bartlett market is coming off as they adjust to California.

**Asparagus** ↔ The market on Mexican grass has firmed up. Supplies are best in small and standard sizing. Jumbo grass is almost non-existent. Peruvian product is available out of Miami. There continues to be no 28 pound cases being packed by any supplier, only eleven pounders. Jumbo grass is scarce in availability in Peru as well.

**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 steady. Gapping and earlier hot weather has affected production and quality; expect some lighter supplies from some shipping points this coming week. Impending cooler weather will help regarding some quality issues. Colored Red bell trending up to steady as some growers will have lighter supplies. Due to gapping and hot weather that has taken its toll on production and quality. We anticipate relief from the high temperatures this week but as with green bells the impending cooler weather will also slow down production. Demand exceeds market. The eastern bell market has been more active in the last few days and should gain strength with schools being back in session

**Broccoli** ↔ This market continues on a steady course with most suppliers. There are a few suppliers looking for half load orders on broccoli crowns. 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. Supplies are expected to be steady throughout the week.

**Cauliflower** ↔ There is still plenty of cauliflower in the marketplace. There continues to be multiple offers from most suppliers on this commodity. The larger sizes have a slightly smaller availability, but overall there are plenty of products to fill all needs. Supplies are expected to be good throughout the week. With supplies as strong as they are right now, expect cauliflower to increase in price by next week, as supplies should be less.

**Celery** ↑ This market is active. All sizing has tightened up with suppliers and this has made the market more active. The option for Salinas and Santa Maria are the two regions to choose from when loading out of California. Suppliers are reluctant to offer volume deals for the most part at this time.



**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, with very little 138's or 113's. It is demand exceeds on the small fruit.

**Lettuce — Leaf** ↔ **Iceberg** ↔ The leaf market has firmed up. Romaine has light to moderate availability, but demand has eased off so pricing is down slightly. There continues to be some issues of bugs on the romaine so please beware. A few suppliers have reported this. Romaine hearts continue to have issues of fringe and tip burn. Carton romaine has had the same issues. Multiple shippers have reported this. The lettuce market is steady. This market never went up like expected. Supplies continue to be moderate to good with most suppliers. Santa Maria continues to have production. Good strong weights are being reported from all the growing areas. Weights are reported to be 42-45 pounds. Pink ribbing and decay issues have been minimum. The availability should good throughout the week on this commodity.

**Melons — Cantaloupes** ↑ **Honeydew** ↔ In the cantaloupe market melons are still limited. Depending on the shipper some have small product available and some with larger fruit but mostly 12's. Temperatures have cooled tremendously in the valley which is slowing the growth. Several shippers are in new fields they thought would be coming on but now it's a slow go. The Westside honeydew market is going strong with sizes peaking to 5's and 6's but all sizes available. The market is steady

**Onions** ↓ Yellows are mostly steady to slightly lower and supplies are up. Idaho and Washington are still short on colossals and supers. California is still packing and they have all sizes available now. Colorado is still producing more medium and pre-pack yellows. Reds are also mostly steady with some lower. Most packers are still peaking on jumbos and are short on mediums. Whites are slightly lower in all areas with good supplies available. The quality has been good on colors and in all areas.

**Potatoes** ↓ The potato market continues to slowly fall in all areas as supplies are higher and the demand is only fair. Idaho norkotahs are producing more of the larger counts but some shippers have good supplies the smaller counts. Maturity has been a problem with some Idaho suppliers but it's getting better now that the temperatures have dropped. Washington norkotahs are also heavier to 70's and larger. Colorado is heavy to 60's and larger but the smaller counts are available so no supply issues. Russet quality ranged from excellent to average depending on maturity. Stockton, California is steady on all colors but they have 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 and golds and they are also steady to lower with better availability in the A-size. The colored potato quality has been good to excellent in all areas.

**Tomatoes — Eastern** ↔ **Western** ↔ In the western market, the mature green tomatoes from California's central valley continue to supply a large part of the United States at this point, with good distribution & excellent quality. Interestingly, just this morning reports have size dropping off somewhat, and while pricing has been pretty much the same recently for all sizes, with x-large cheaper at times, look for that situation to flip around in the next couple of weeks. The eastern tomato deals from the mountains of Tennessee to the Eastern Shore of Virginia and Maryland are extremely sporadic picking- wise, with insufficient supplies to quote a market most of the time. A little bit of product is coming out of the Slocomb, AL district, with less than a full crop out of Benton Harbor, MI as well. Look for rains from Tropical Storm Isaac to have an effect on the deal within the next few days as it moves up the nation's midsection.

