



fresh Directions

January 19, 2012

An informative weekly fact sheet for the produce procurement professional.

Apples ↔ Many Eastern variety's are still more limited because the regular storage only shippers are finished packing but the market is the steady. Washington Reds are still producing mostly size 88/100's that have high color so expect the lower grades to remain limited. Golden Delicious is also heavy to 88/100's and the higher grades. Many shippers have less Golden's this year. Granny-Smith is also packing out with more 88/100's and they are also heavy extra-fancy grade. Galas are still peaking on 88's and smaller and are also producing more of the extra-fancy grades. Gala demand remains strong along with the market. Washington Honey Crisp is peaking on 88/100's but the availability is low as most shippers will finish them by the end of the month. Cameos, Pink Lady's, Jonagolds, Fuji's, Braeburns and the other varieties are all still available.

Asparagus ↓ This market is softer. Supplies out of Mexico have picked up on small, standard and large sizing. Extra large and jumbo sizes will continue to be light throughout the week. Peruvian product continues to have extra large and jumbos available if needed. The Peruvian product loads in Florida and L.A.

Avocado ↔ Mexico harvest will be good and steady as we move through the week. Market is firm and looks to stay this way until after the Super Bowl pull concludes. Chile's volume coming to the US is slowly increasing.

Bell Peppers Western ↔ Bell pepper (green) production is improving. Production is shifting towards smaller/choice fruit with lighter supplies on big fruit. Colored bells improving in supplies. Conventional colored bells are increasing in production. Market is settling down on open field bells and is getting to normal production schedules. **Eastern** ↔ The pepper market in Florida has remained quite strong after the recent freeze. However, with ample volume, good quality, and pepper crossing out west, we should see this market begin to trend downward in the coming days.

Broccoli ↔ Supplies are strong on bunched product as well as crowns, and suppliers are looking to move volume at discounted pricing. Overall, pricing is steady. Warmer weather in the growing regions has increased supplies. Availability is expected to be good throughout the week. There continues to be supplies available in Scottsdale if the need arises.

Cauliflower ↓ This market is softer. Lack of demand has allowed some suppliers to have higher than normal inventories. Good supplies are in the sixteen counts and offers are being listened to by most shippers. Growers are continuing to deal with brown spotting and yields have been affected. The overall quality has been fair.

Celery ↑ This market is active on all packs. Better availability continues with 30 and 36 count sizing. Santa Maria as well as Oxnard and Yuma are the main areas of production on this commodity. The quality is good with no major issues to report at this time. Large sizing is still commanding a higher price.

Citrus Lemons ↔ Supply and demand is about equal on most sizes. Quality is good. **Oranges** ↔ The Navels are in full production. Quality looks very nice and fruit is now full natural color. Pack outs are running heavy to fancy grades.

Lettuce Leaf ↑ The romaine market is up. Blister and peel continues to be a problem with all suppliers. This is an industry wide issue. Demand is better. Yields continue to be down with all suppliers. Thirty count packs are being done from some suppliers in hopes of having a cleaner pack. Blister, tip burn and epidermal peel are issues we will be dealing with for the next couple of weeks. Green and red leaf will have similar issue as romaine, but not as drastic. This market is up as well. The main growing area is in Yuma. The Thermal area has picked up in production numbers. Supplies out of Santa Maria are light in availability. **Iceberg** ↔ The lettuce market continues on a steady path. Supplies are good with most suppliers. Epidermal peel and blister continues to be seen upon arrivals, but the frequency is less. Lettuce carton weights are averaging 46-48 #s. The availability is good and demand is light.

Melons **Cantaloupes** ↑ Demand exceeds supplies. Offshore fruit is extremely limited. Honduras is extremely limited with fewer boats coming in with fruit than is typical for this time period. Product this week and into next will continue to be limited so getting orders in early is advised. Quality is very good and the market is up. Mexican fruit is done for the season. **Honeydew** ↑ Offshore more limited on dewes than Cantaloupe. Mexican fruit is extremely limited also. Very good quality and mostly 6's available for what little fruit is out there. Quality is good.

Onions ↔ Washington, Oregon, and Idaho are all steady to lower on red and yellow onions. The supplies in the northwest are good for both colors and the demand has been fair. Most northwest shippers will still deal for volume. Texas is still crossing a few Mexican sweets and a few sacks medium and jumbo yellows. The Mexican product is also steady to lower. Yellow quality has been excellent in the northwest. White supplies are fairly limited but steady along with the market in all areas.

Potatoes ↔ Norkotahs are limited in Idaho right now because only a couple shippers are packing them. The norkotahs that are getting packed are smaller too so less 60 counts and larger and more 70-100's. Most Idaho packers are running Burbanks and they are also smaller, so expect the larger count market to stay strong in the short-term. Idaho is still peaking on 70- count and smaller Burbanks. The Washington market is steady on all sizes and they continue to peak on the larger counts. Colorado's

market is also steady and they are peaking on 70-count and larger. Russet quality has been excellent in all areas. Bakersfield, California is still packing reds, golds, and whites and pricing is steady but the availability remains questionable due to skinning. Washington & North Dakota continue packing reds and golds and both areas are heavier to A-size. Gold supplies are limited in both areas. Wisconsin is also packing reds, whites, and golds and their market is also flat but whites and golds are limited. Idaho is still packing reds and golds and they are also peaking on A-size. Quality has been fair to excellent in all areas.

Tomatoes **Eastern** ↔ While the volume in the Immokalee/Naples area in Florida has definitely decreased, post-holiday movement continues to be sluggish and there continues to be unsold loads at shipping point, which is having the effect of decreased prices across the board. Quality continues to be good, however, and the Midwest and Eastern houses should continue to take Florida product through the end of the month, possibly longer. **Western** ↔ With crossings increasing at Nogales, AZ & McAllen, TX, it appears that Mexican product is presently or will soon be supplying the western portion of the United States with tomatoes. FOB prices have decreased & with cheaper freight, most wholesalers & repackers are making this choice. Quality is good & weather in the Mexican interior is temperate.

