



fresh Directions

January 26, 2012

An informative weekly fact sheet for the produce procurement professional.

Apples ↔ Most Eastern variety's remain limited because the regular storage only shippers are finished packing. The markets for all are 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 continues to be softer. Supplies out of Mexico have picked up on small and standard sizing. There are many more suppliers calling to make offers. 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 LA.

Avocado ↔ Mexico harvest continues with steady supplies this week. Size 48's and larger are a little tight, with good supplies on 60ct. Market is firm and looks to stay this way until after the Super

Bowl pull concludes. Chile's volume is steady.

Bell Peppers Western ↔ Bell pepper (green) production is improving. Production is shifting towards smaller/choice fruit with lighter supplies on big fruit. Colored bells are 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** ↔ With ample volume now available in Florida, good quality, and pepper now crossing out west, this market is trending down quickly. Demand continues to be strong.

Broccoli ↔ Supplies are good on bunched product as well as crowns, and suppliers are looking to move volume at discounted pricing. Demand however is light to start the week. 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 steady. 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 continues to gain strength. Some suppliers have started the week sold out while others are very light in availability. 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 steady. Blister and peel continues to be a problem with all suppliers. Demand is light to start the week. Yields continue to be down with all suppliers. 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 steady. 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 is steady to start the week. 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 vessels coming in with fruit then is typical for this time period. Product this week and 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 fruit is more limited on dews then 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. Fruit is selling out before it comes into port.

Onions ↔ Yellow and Red onions are steady to lower in all areas. The Northwest still has good supplies of both colors and the demand has been only fair. The volume deals for jumbos of both colors are still available. Texas continues to cross a few Mexican sweets and a few sack medium & jumbo yellows. The Mexican product is slightly lower. Yellow quality has been excellent in the northwest. White supplies are fairly limited but steady along with the market in all areas.

Potatoes ↔ Idaho Norkotahs are still limited because only a couple shippers are packing them. The norkotahs that are getting packed are smaller too so expect less of the 60 count and larger and more 70-100 count. Most Idaho packers are running Burbanks this week and they are also smaller, so expect the larger count market to stay strong in the short-term. They are 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.

