

# Fresh DIRECTIONS



An informative weekly fact sheet for the produce procurement professional.

October 18, 2012

**Apples** ↔ New York is packing Gala's, Empires, Golden Delicious, Macouns, McIntosh, and Red Delicious. All the New York fruit is large. They have a couple more days packing Honeycrisp and then will be done for the season. Washington Reds are still large and remain higher in color right now. Smaller size reds and the lower grades are limited. Golden delicious are peaking on size 72-100's and the Washington extra-fancy grade. Washington Granny-Smith are heavy to the Premium grade and size 80-100's. California is still packing a few Granny-Smith and they are peaking on the smaller sizes. Washington Gala's are producing more of the Washington extra-fancy grade and are peaking on 88-100's. The demand for small lower grade Gala's still exceeds supplies. Both Washington & California are packing Fuji's and a few Braeburns. California Fuji's are smaller and Washington has more of the larger sizes. California also has a few Pink Ladies; Washington is still a week away from packing. California Bartlett pears have finished for the season. There are still some Bosc pears in California and they are producing mostly 90 size & larger. Washington Bartlett is steady and producing mostly 110 and larger fruit. Washington is also packing Bosc, red pears & D'Anjou's.

**Asparagus** ↔ The market is steady. Suppliers are reporting better supplies throughout the week, especially on standards. Peruvian production has increased as well. Jumbo packs are very light in supply. The pricing on Mexican grass continues to be very comparable to Peruvian product. Expect the pricing to be competitive throughout the week.

**Avocado** ↔ Mexico's Flora Loca crop is finishing and their new main crop is begging to come to market in good volume. California volume is starting to begin its down turn as we start to see the end of California's season. California fruit is bringing a premium market price.

**Bell Peppers — Western** ↔ **Eastern** ↔ Green bell market is on an upward trend. Expect lighter supplies on larger fruit as some growers are sizing down on current fields and/or transitioning to other districts which will affect availability. Colored Red bell market is on an upward trend. Growers are anticipating slightly lighter production as older districts are playing out and cold weather passes through. Coachella is starting up first/ second week of November. We expect cooler

temperatures and some rain which will slow some harvesting. Demand exceeds market. Gold bells are settling but, they continue demand exceeds supplies. Eastern - Georgia has the majority of the pepper volume for the next couple of weeks until Plant City gets going. Demand does not appear to be very strong, causing this market to be a little softer to start off the week.

**Broccoli** ↔ Supplies are steady on bunched product as well as crowns. The market overall has not changed. Supplies are stronger in Salinas but Santa Maria has production if desired. Overall, the quality has been favorable with little to no issues being reported. This market is steady.

**Cauliflower** ↔ Supplies are steady on bunched product as well as crowns. The market overall has not changed. Supplies are stronger in Salinas but Santa Maria has production if desired. Overall, the quality has been favorable with little to no issues being reported. This market is steady.

**Celery** ↔ This market is steady. Smaller sizing, 36s and smaller continue to be light in availability and commanding a higher price. The supplies on 24 counts have increased and shippers are listening to offers. Salinas' production is picking up with a few suppliers. Oxnard's target date for production is expected to begin in late October to early November.

**Citrus — Lemons** ↓ **Oranges** ↔ This market is steady. Smaller sizing, 36s and smaller continue to be light in availability and commanding a higher price. The supplies on 24 counts have increased and shippers are listening to offers. Salinas' production is picking up with a few suppliers. Oxnard's target date for production is expected to begin in late October to early November. This market is steady. Smaller sizing, 36s and smaller continue to be light in availability and commanding a higher price. The supplies on 24 counts have increased and shippers are listening to offers. Salinas' production is picking

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**Lettuce — Leaf** ↔ **Iceberg** ↔ Good supplies have shippers looking for business. The shippers are listening to offers as demand has fallen off. Sizes and weights are good in all growing areas. Romaine Heart supplies have picked up and some suppliers have made a few offers on large volume orders. The Salinas valley will have warm temperatures throughout this week. Last Weekend was extremely warm as well in Salinas. The quality may be affected by the end of the week. Iceberg - This market is firm. Suppliers are looking to keep their inventories clean, and with demand slightly off, the market has stabilized. Weights continue to be reported on palletized at 42-44 pounds. There continues to be sporadic reports upon arrivals on quality. Santa Maria and Salinas are the two main growing regions. Huron is currently in production with a few suppliers.

**Melons — Cantaloupes** ↑ **Honeydew** ↑  
Cantaloupes - The Westside has finished up for the season. The desert is starting up but availability is extremely limited and most fruit is peaking to 9's and larger. The fruit is on the vine but they are still waiting to make sugars. Limited product will continue into next week. Honeydew - Product is very limited on desert and Mexican fruit with the West side done for the season. Most fruit is peaking to 9's and larger and will remain limited for at least the next week to two weeks.

**Onions** ↔ The yellow onion market is steady to slightly higher on jumbo yellows and steady on the other sizes. Several Oregon/Idaho shippers will deal on volume orders of colossal & Supercolossal yellows. The Yellow demand is picking up. California still has a couple shippers packing onions yellows. Red onions are steady in all areas. Washington will still deal on volume orders of jumbos. Whites are steady to in all areas with good supplies available. The quality has been good in all areas.

**Potatoes** ↔ Idaho norkotahs and Burbanks are mostly steady on all sizes. The market for both varieties is steady but strong on 80-count and smaller due to light supplies. Most Idaho shippers will deal on volume orders of 70's and larger in both varieties's since they are peaking on the larger size. Washington is steady on all sizes and they are both still heavier to the larger counts. Colorado is also heavier to the larger

counts but I stronger on 60's and smaller. Russet quality is good to excellent in all areas. Stockton, California is finished packing their own red potatoes but they still have whites and golds. The California potatoes are still heavier to A-size in both colors. Washington, Wisconsin, and Minnesota continue packing pack new-crop reds & golds and they are all mostly steady and also have better availability in the A-size. The colored potato quality has been fairly good in all areas.

**Tomatoes — Eastern** ↔ **Western** ↔ This 3rd week of October will have the first couple mature green shippers in California's San Joaquin Valley finishing up for the season, with many more to follow the week of the 22nd. Size has dropped off dramatically, with profiles heavy to large & medium. Quality, while still good for the most part, is not what it was earlier in the season. And there is also a threat of rain for early next week, which could mean an early end to the tomato deal in that area. In addition, Tropical Storm Paul could make quite an impact on the vine ripe deal in Baja California. The Quincy/Tallahassee district in north Florida had a very short window this year, and should be finished by the end of next week, rain and adverse weather being the cause. The main fall mature green tomato deal, in Palmetto/Ruskin near Tampa, is just beginning to harvest, with more shippers coming online by the end of October. However, reports have virtually no volume from this district until the 2nd week of November at the earliest. Supplies are tight & markets are higher.

