

# Fresh DIRECTIONS



An informative weekly fact sheet for the produce procurement professional.

October 25, 2012

**Apples** ↔ New York continues to pack Gala's, Empires, Golden Delicious, Macouns, McIntosh, and Red Delicious. The New York fruit is still large. Small, lower grade fruit is still in a demand exceeds supply situation. Washington Red delicious is still large and heavy to higher colored fruit. Small reds are limited especially in the lower grades. Golden delicious are peaking on size 72-100's and the Washington extra-fancy grade. There is some lower grade Golden delicious fruit available. Washington Granny-Smith are heavy to the Premium grade and size 80-100's. The lower grade Granny availability has improved a little. California is cleaning up their Granny-Smiths. 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. Washington Fuji's are also mostly large and producing more of the Washington extra-fancy grade. Washington has started packing Pink-lady's, Cameo's, Jonagolds, Braeburns, Romas, and Jazz. California still has Pink ladies and they are peaking on extra-fancy 100/113's. Washington Bartlett's are still producing mostly 110 and larger fruit. Washington D'anjous is also heavier to the larger sizes. Bosc and red pears are also available.

**Asparagus** ↔ The market is steady for the rest of the week. The best availability continues to be in standard sizing. Jumbo packs are very light in supply. The pricing on Mexican grass continues to be comparable to Peruvian product. Expect stronger pricing by the end of the week.

**Avocado** ↔ Mexico's new main crop is crossing in good volume. California volume is starting to begin its down turn as we start to see the end of California's season very soon. California fruit is bringing a premium market price. Mexican fruit is aggressively priced.

**Bell Peppers — Western** ↔ **Eastern** ↔ The western 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. In the eastern market, Janine Baird Georgia has the majority of the pepper volume for the next couple of weeks and Florida has started with minimal volume. Demand does not appear to be very strong, causing this market to be a little softer to start off the week.

**Broccoli** ↔ Market is steady. Supplies are stronger in Salinas but Santa Maria has production if desired. Overall, the quality has been favorable with little to no major issues worth reporting. Santa Maria and Salinas are the main growing areas for this commodity. Pricing is competitive.

**Cauliflower** ↔ Supplies continue to be steady, with the best availability coming in the twelve counts. Deals are being offered on this size. Demand continues to be off. The quality has been favorable with very little brown spotting issues being reported. Pricing is expected to be steady throughout the week.

**Celery** ↔ This market is unchanged from the previous week. Smaller sizing, 36s and smaller continue to be light in availability. The supplies on 24 counts are good and deals are being offered for this particular sizing. 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** ↔ The Ventura crop harvest is winding down with about 1 week remaining to harvest. Size continues to be heavy on the smaller fruit (140 and smaller). The desert production is ramping up with very good quality and improved availability for larger fruit. The Valencia orange harvest is beginning to drop and many shippers are finishing or looking to finish soon. Sizing is peaking on larger sizes — 72's/88's. The 138's and 113's Val's continue to be very short supplied. The Navel crop has started for a few shippers, with more beginning next week. All should be started by the week of Nov. 5th. Navel sizing looks to start off with good supplies of small fruit.

**Lettuce — Leaf** ↔ **Iceberg** ↑ Rain hit the Salinas valley on Sunday night. Leaf suppliers are in decent shape availability wise, but availability may be tighter by the middle of the week. Sizes and weights are good in all growing areas. The Salinas Valley temperatures are turning into fall temperatures which mean cooler days and evenings. The quality may be affected by the end of the week. Discoloration on the ribs has been reported. The iceberg market is getting stronger. Weights have lowered on palletized to 36-39 pounds. There continues to be reports upon arrivals on quality. Issues continue to center on brown butts, discoloration, ribbing and light weights. Santa Maria and Huron are the main growing areas for this commodity. Salinas will finish up with most suppliers by the end of the week. There will be a handful of shippers having lettuce in Salinas if desired.

**Melons — Cantaloupes** ↓ **Honeydew** ↓ In the cantaloupe market, 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. White fly is affecting the product and limiting what can be harvested. Limited product will continue through the end of the week with fair quality. Nogales is starting this week in a light way with very large fruit. 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.

**Onions** ↔ Idaho/Oregon is mostly steady on all sizes of yellows. Some shippers are more bullish now that the harvest is finished and they are shipping entirely from storage. The Washington market is steady on mediums but higher on jumbos due to stronger demand. Washington still has the occasional deal on mediums and Idaho/Oregon will discount for volume on supers, colossals, and mediums depending on the supplier and the lot. California still has a couple shippers packing yellows. Red onions are steady in all areas. Washington will still deal on volume orders of jumbo reds. Whites are steady in all areas with good supplies available. The quality has been good on all colors.

**Potatoes** ↔ The Idaho market for both variety's is steady to lower on 70-count and larger with some volume discounts. 80-count and smaller are stronger due to light supplies. Most Idaho shippers are bouncing back and forth between norkotahs and Burbanks depending on what has gone through "the sweat" and which lots have

good maturity. Now is a good time to get ahead on the smaller counts and consumer bags. Keep in mind that the Thanks-giving pull is not far off and that will further tighten the smaller size spud market. Washington potatoes are steady on all sizes and are still heavier to the larger counts. Colorado is also heavier to the larger counts but is stronger on 80's and smaller. Expect Colorado to follow the Idaho market up on 80's and smaller. The russet quality has been good to excellent in all areas. Stockton, California is still packing whites and golds. Both varieties are still heavier to A-size. 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. Idaho is packing reds and golds and they are also both peaking on A-size. The colored potato quality has been fairly good to excellent.

**Tomatoes — Eastern** ↔ **Western** ↔ In the western market, rains in California's San Joaquin Valley this week has curtailed mature green tomato picking for the time being, and for some shippers, has ended their season. Most other growers are taking a 'wait-and-see' attitude, holding off harvest while the fields dry out and then assessing what they have left. Chances are, however, that with the market remaining strong, that there will be additional picking either towards the end of this week or the start of the week of October 29. Quality most likely will be fair to good, and shipments will go mainly to Western and Midwestern destinations. In the eastern market, the Quincy/Tallahassee district in north Florida had a very short window this year, and is pretty close to being finished. The Palmetto/Ruskin mature green tomato deal, near Tampa, is just beginning to harvest, with more shippers coming online by the week of October 29. However, reports have virtually no big volume from this area until the 2nd week of November at the earliest. Supplies are tight & markets remain firm. weather is on the horizon, with potential freezing temperatures in the Midwest. This could mean the end of the Benton Harbor, Michigan tomato deal; although chances are they will pick whatever is left a little early, in anticipation of this cold.

