

# Fresh DIRECTIONS



An informative weekly fact sheet for the produce procurement professional.

November 1, 2012

**Apples** ↔ New York continues to pack Gala's, Empires, Golden Delicious, Macouns, McIntosh, and Red Delicious. They also have a few Cortlands, Staymens, Crispins, and Romes. All the New York fruit is on the larger side. Small, lower grade fruit is still in a demand exceeds supply situation in New York. Washington Red delicious is peaking on 88/100's and the Premium grade. Small reds are limited especially in the lower grades. Golden delicious are peaking on size 88/100's and the Washington extra-fancy grade. There is some lower grade Golden's available. Washington Granny-Smith is heavy to the Premium grade and size 72's and 80's. The lower grade Granny availability has improved. California is cleaning up their Granny-Smiths. Washington Gala's are producing more of the Washington extra-fancy grade and are peaking on 80/88/100's. The demand for small lower grade Gala's still exceeds supplies. Washington Fuji's are heavy to 64/72/80's and are producing more of the Washington extra-fancy grade. Pink-lady's, Cameo's, Jonagolds, Braeburns, Romes, and Jazz are also available in Washington. California still has Pink ladies and they are peaking on extra-fancy 100/113's. Washington Bartletts 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 firm. Jumbo sizing is very light and purchasing this size will likely be down south. Standard sizing is the most readily available. The pricing on Mexican grass is still very comparable to Peruvian product. Mexican grass will be light in supplies throughout the week.

**Avocado** ↔ Mexico's new main crop is crossing in good volume. California volume is starting to finish for some shippers as we start to see the end of California's season. 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. First Nogales crossings are this weekend and this week. 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. Extreme Demand exceeds market. Gold bells are settling but, they continue demand exceeds supplies. In the eastern market, Florida is starting to ramp up their pepper volume as both south and central Florida are working pepper. Quality has been excellent on the new crop pepper and remains good in Georgia as well. Demand is steady.

**Broccoli** ↔ This market is firm. Salinas' production continues to be the strongest area producing this commodity. Santa Maria has production if desired. Overall, the quality has been favorable with little to no major issues worth reporting. Pricing is competitive with most suppliers.

**Cauliflower** ↔ Supplies are light to moderate depending on the supplier. Pricing has firmed up. Demand has picked up, mainly on twelve counts. The quality has been favorable with very little brown spotting issues being reported.

**Celery** ↔ This market is firm. Smaller sizing, 36s and smaller continue to have the lightest availability. The supplies on 24 counts have tightened up with many suppliers. Salinas and Santa Maria production continues with a few suppliers. Oxnard's production has started and more suppliers will be harvesting from this region by the end of the week.

**Citrus — Lemons** ↓ **Oranges** ↔ This lemon market is firm. Smaller sizing, 36s and smaller continue to have the lightest availability. The supplies on 24 counts have tightened up with many suppliers. Salinas and Santa Maria production continues with a few suppliers. Oxnard's production has started and more suppliers will be harvesting from this region by the end of the week. The Valencia orange harvest is beginning to finish for many shippers. The Navel crop has started for many shippers, with more

beginning later this 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 ↔** The Salinas Valley continues to produce leaf. A few suppliers will be out of leaf this week and buying on the outside. Sizes and weights are good in all growing areas. The weather over the weekend was in the mid 70s which is ideal for growing conditions. The evenings have cooled off. The quality may be affected by the end of the week. Yuma will begin production with a few suppliers next week. The Iceberg lettuce market is firm. Weights on palletized are reported to be 398-42 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. Huron is where most of the lettuce is being harvested. Yuma will begin production next week with a few suppliers.

**Melons — Cantaloupes ↔ Honeydew ↔** In the cantaloupe market, the desert is going with good availability and a firm market. Most fruit is peaking to 9's and larger. There are fewer grower/shippers in the mix than have been in the past in the desert. Nogales has Mexican fruit coming over the board but very limited and peaking to 9's. In the honeydew market, there is better availability out of Nogales with the Arizona area remaining limited. Most fruit is peaking to 5's and larger and will remain limited for at least the next week.

**Onions ↔** Yellow demand in Idaho/Oregon is flat on all sizes and the market hasn't moved. Some of the Washington shippers are higher on mediums and jumbo yellows. Now is a good time to get ahead for Thanksgiving before the freight rates go up. The California shippers are finished for the season. Red onions are steady in the northwest. 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 is split between norkotahs and Burbanks. The Burbank market is stronger due to lighter supplies. Idaho continues to peak on the larger counts and is steady on 70's and larger with some volume discounts in both variety's. 80-count and smaller are higher and strong due to light supplies. Consumer bags and the smaller counts will stay strong for the next couple weeks due to Thanksgiving demand. Washington potatoes are steady for now but they will also be higher on the smaller counts and consumer bags. Colorado is also heavier to the larger counts but is stronger on 80's and smaller. Expect Colorado to continue to follow Idaho 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 and golds and they are all mostly steady and also have better availability in the A-size. Idaho reds and golds are also both peaking on A-size. The colored potato quality has been fairly good to excellent in all areas.

**Tomatoes — Eastern ↔ Western ↔** In the western market, the fields in California's San Joaquin Valley have dried out for the most part after the rains last week, and while approximately half of the grower/packers have finished for the season, the rest of them will be going back in for the last few days of harvest. With steady high prices out of the East for the time being, there still is local demand --possibly into the Midwest as well--for Western mature greens at this point. Look for most shippers to be finished by the first week of November. In the eastern market, with Super storm Sandy having wreaked havoc on millions of consumers in the Northeast and Mid-Atlantic States, the pull from that area for early harvest out of the Palmetto/Ruskin, Florida mature green fields looks to be weak for the next few days. Thankfully, yields up till now have not been heavy, so the high market is steady for right now. Additionally, reports have no appreciable volume from this area until the 2nd week of November at the earliest.

