

Fresh DIRECTIONS



An informative weekly fact sheet for the produce procurement professional.

November 8, 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 New York varieties are large except the McIntosh which is small. Washington Reds are still peaking on 88/100's and the Premium grade. Small lower grade reds remain limited. 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 & 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 steady. Jumbo sizing is available in Salinas and Los Angeles if needed. Standard sizing is the most readily available. The pricing on Mexican grass is still very comparable to Peruvian product. Mexican grass will be light to moderate in supplies throughout the week.

Avocado ↔ Mexico's new main crop is crossing in good volume. California volume is finishing for some shippers as see the end of California's season. California fruit is bringing a premium market price. Mexican fruit is aggressively priced.

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. Expected weather disturbance in California may affect harvesting and production. Light crossings through Nogales; expect increased volume next couple of weeks. *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. 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 continues to stay steady. Salinas' 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 increased. Demand is stronger. Supplies are heaviest to twelve and sixteen count. This past week there were complaints upon arrivals on brown spotting. As the Salinas season winds down, there could be more issues. Suppliers are watching product as closely as possible.

Celery ↔ This market is steady. 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 picked up. The reports on quality have been good out of the Oxnard region.

Citrus — Lemons ↔ **Oranges** ↔ Ventura crop harvest is done. The Desert crop volume is good. Size continues to be heavy on the smaller fruit (140 and smaller). Quality is good and improved availability for larger fruit is coming. The Navel crop has started and volume will continue to increase as more shippers begin packing. Fruit is testing well, but color is slow to come. Nighttime temps are dropping which will bring on color faster. Fruit is currently packing on heavy to the Fancy grade and peaking on the smaller sizes. 72's and larger are still limited.

Lettuce — Leaf ↔ **Iceberg** ↔ The Salinas Valley will continue production on all leaf items throughout this week. Yuma, Santa Maria and Huron will also have production

depending on the shipper. Sizes and weights are reported to be good. The weather has been ideal for growing. Rain is expected by Thursday of this week. This market is steady. Weights on palletized are reported to be 39-42 pounds. There continues to be reports upon arrivals on quality. Issues continue to center on brown butts, discoloration and ribbing. Seeder is also out there. Santa Maria, Huron and Yuma are the main growing areas for this commodity. Huron is where most of the lettuce is being harvested. Supplies are almost finished in Salinas.

Melons — Cantaloupes ↔ Honeydew ↓

Cantaloupes - The desert is going with good availability and a firm market. It's a mixed bag with some shippers in larger fruit and some peaking to 12's and smaller. There are fewer grower/shippers in the mix than have been in the past in the desert. Nogales has Mexican fruit coming over the boarder but very limited and peaking to 9's. Honeydew - There is better availability out of Nogales with the Arizona area remaining limited. Most fruit is peaking to 5's and larger and remains limited.

Onions ↓ Both Washington and Idaho/Oregon are steady to slightly higher all yellows. The Thanksgiving pull has started so demand is slightly stronger. Red onions are steady in both areas. The wide price-gap between Idaho/Oregon and Washington is still there on jumbo reds. Medium reds are short in both districts. Whites are steady in all areas with good supplies available. The quality has been good in all areas and on all colors.

Potatoes ↔ The Idaho market is flat on both varieties. Larger counts are still abundant in both varieties while the smaller counts and consumer bags are more limited due to the Thanksgiving pull. Idaho continues to peak on 70's and larger. Washington potatoes are steady to higher on the smaller counts and steady on the larger. Colorado also producing more of the larger counts and is limited on 80's and smaller. Expect Colorado to continue to follow the Idaho market. 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 reds and golds are also both peaking on A-size and the availability is increasing. The colored potato quality has been fairly good to excellent in all areas.

Tomatoes — Eastern ↔ Western ↔ With the fall Palmetto/Ruskin mature green tomato crop front & center, pickers are dodging raindrops to get into the fields. Sizes are skewing towards extra-large size, and while yields are not plentiful as of yet, quality is very good. The Quincy/Tallahassee district is due to finish up within a week or so, and looks for the next area, Immokalee in south Florida, to start around Thanksgiving. The first two weeks of November are traditionally when California's San Joaquin Valley finishes up for the season due to less daylight & ambient heat in the fields, and the constant threat of rain. Most mature green grower/shippers are done for the season & the last loads are shipping out to Western & Midwest destinations.

