

# Fresh DIRECTIONS



An informative weekly fact sheet for the produce procurement professional.

November 15, 2012

**Apples** ↔ New York is packing Gala's, Empires, Golden Delicious, Macouns, Red Delicious, and McIntosh. They also limited numbers of Cortlands, Staymens, Crispins, and Romes. All New York varieties are large except the McIntosh which is small. Washington Reds are peaking on Premium grade 88's & 100's. The availability for small lower grade reds is better but they are still limited. Golden delicious are peaking on size 88/100's and the Washington extra-fancy grade. The Golden's are yielding some lower grade fruit. Washington Granny- Smith is still heavy to Premium grade 72's & 80's. The lower grade Granny availability is better although 125's and 138's are still limited. Gala's are producing more of the Washington extra-fancy grade and are peaking on 80-100'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 Bartlett's are still producing mostly 110 and larger fruit. Washington D'anjous is also heavier to the larger sizes.

**Asparagus** ↑ The market is stronger. Demand exceeds supply. Jumbo sizing is not available in Salinas. Peruvian jumbos can be purchased in LA if desired. Standard sizing is the most readily available. The pricing on Mexican grass is still very comparable to Peruvian product. Mexican grass will continue to be light to moderate in supplies throughout the week.

**Avocado** ↔ The market is stronger. Demand exceeds supply. Jumbo sizing is not available in Salinas. Peruvian jumbos can be purchased in LA if desired. Standard sizing is the most readily available. The pricing on Mexican grass is still very comparable to Peruvian product. Mexican grass will continue to be light to moderate in supplies throughout the week.

**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. 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. 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 and prices should remain at the current levels for the better part of the week.

**Broccoli** ↑ This market is stronger. 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. Yuma production will be mostly non-existent until December.

**Cauliflower** ↑ This market is stronger with all suppliers. Supplies are light to moderate at best. Demand is up. Supplies continue to be heaviest to twelve and sixteen count. There have been complaints of 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 stronger. 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. Oxnard's production has picked up. The reports on quality have been good out of the Oxnard region.

**Citrus — Lemons** ↔ **Oranges** ↔ The Ventura lemon 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 orange 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 ↔** In the leaf market, the Salinas Valley has production that will last throughout the week for those desiring to load in Salinas. 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. This market is steady. The lettuce market is stronger. Weights on palletized continue to range from 40-44#S. Issues on lettuce continue to center on brown butts, discoloration and ribbing. Seeder has lessened. Santa Maria has fallen of considerably in production. Huron and Yuma are the main growing areas for this commodity.

**Melons — Cantaloupes ↔ Honeydew ↔** For 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 still very limited and peaking to 9's. For honeydews, there is better availability out of Nogales with the Arizona area remaining limited. It's a mixed bag of sizes with Nogales peaking to large fruit and Maricopa with better availability of small fruit.

**Onions ↑** Idaho/Oregon & Washington are now higher on all sizes. The Thanksgiving pull is still going and most shippers are winding down their pack schedules for a light week next week, so expect the market to stay up. The tightest item right is still transportation. Jumbo reds are up slightly in Idaho/Oregon and steady in Washington. Medium reds are short in both areas but steady. 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 steady on all sizes and both varieties. Idaho continues to peak on 70's and larger, so the bigger counts are still very available while consumer bags and the smaller counts are short due to the Thanksgiving pull. The Washington market is steady on all sizes as well. Colorado is also producing more large counts and is more limited on 80's and smaller. The Colorado market is steady. Expect them 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 good. B-size is limited in Idaho for both varieties. The colored potato quality has been fairly good to excellent in all areas.

**Tomatoes — Eastern ↔ Western ↔** In the western market, virtually all the mature green tomato shippers in California's San Joaquin Valley are finished for the season, with the final loads shipped in the past week still going through the distribution pipeline. Early reports have light crops potentially coming through Nogales, Arizona during the month of December. In the eastern market, the initial yields out of the Palmetto/Ruskin, Florida mature green tomato crop have been fairly light, and the 'on-deck' district, Immokalee/Naples, is still at least a week to two weeks off from commencing harvest. This has caused a demand exceeds supply situation from an FOB standpoint and at this point markets are firm going in to the Thanksgiving holiday.

