

# Fresh DIRECTIONS



An informative weekly fact sheet for the produce procurement professional.

November 21, 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. Bosc and red pears are also available.

**Asparagus** ↑ The market is steady but prices remain high. Demand exceeds supply. Jumbo sizing is not available in Yuma. Peruvian jumbos can be purchased in LA and Miami if desired. Standard sizing is the most readily available. There is a 2 tiered market with product from Mexico and product from Peru. Prices are higher on the Mexican asparagus out of the West Coast. Peruvian product out of Miami is a few dollars cheaper. Mexican grass will continue to be light to moderate in supplies throughout the week.

**Avocado** ↔ Mexico continues with good volume. California has only very limited availability as most shippers are finished. We are starting to see some limited supplies of Chilean fruit starting to hit the market. Mexican fruit remains the major supplier and 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 and prices should remain at the current levels for the better part of the week.

**Broccoli** ↑ This market is stronger as Salinas finishes and the Yuma growing region not quite ready yet. Prices will remain strong all week. Santa Maria has production if desired. Overall, the quality has been favorable with little to no major issues worth reporting. Yuma production will be mostly non-existent until later this week.

**Cauliflower** ↑ This market is extremely active with all suppliers. Supplies are light to moderate at best. Demand is up. There have been complaints of brown spotting in some lots. As the Salinas season is finishing this week, there are supply issues in Yuma as product is not ready to harvest. Supplies will remain tight all week.

**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. 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 on the larger fruit is beginning to show with some shippers. The Navel crop volume is continues to increase as more shippers begin packing. Fruit is testing well, but color is improving with the cooler nighttime temps that growing areas are now getting. 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 market is steady as we move from Salinas to the Yuma growing region. Quality should get better as the week progresses and we have moved out of the Salinas Valley. Sizes and weights are reported to be good out of Yuma. The weather has been ideal for growing. The iceberg market is stronger. Weights on palletized range from 38-42#S. Issues on lettuce continue to center on brown butts, discoloration and ribbing. Most shippers are ahead of the Seeder problems. Yuma is the main growing area for this commodity now.

**Melons — Cantaloupes** ↓ **Honeydew** ↓

**Cantaloupes** - The desert is finishing up their season by the end of the month. Offshore fruit has started coming into the Pompano area with good availability on the larger sizes. There is also some limited availability on large Cantaloupe out of the West Coast. Quality is good on the first shipments we're seeing in. **Honeydew** - Good availability of Mexican honeydew coming in with shippers looking to move the fruit. The desert is finishing up with good quality and availability mostly to the smaller sizes. Offshore has started on the East Coast with mostly large fruit available.

**Onions** ↑ Idaho/Oregon & Washington are higher again on yellows. The demand has been strong but the main reason for the raises this week is a lack of packing. Most shippers in both areas want to leave for the holiday with a clean floor. Jumbo & medium reds are up slightly in Idaho/Oregon and are steady in Washington. Idaho/Oregon & Washington are higher again on yellows. The demand has been strong but the main reason for the raises this week is a lack of packing. Most shippers in both areas want to leave for the holiday with a clean floor. Jumbo & medium reds are up slightly in Idaho/Oregon and are steady in Washington.

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**Tomatoes — Eastern** ↔ **Western** ↔ **Western**: 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. Eastern: 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.

