

Fresh DIRECTIONS



An informative weekly fact sheet for the produce procurement professional.

December 6, 2012

Apples ↔ New York is still packing Empires, Golden Delicious, Red Delicious, and McIntosh. They also have limited numbers of Courtland's and Red Romes. All New York varieties are large except the Macs which are small. Washington Reds are peaking on size 88/100's with higher color. The availability of small lower grade reds is light. Golden Delicious are also heavy to the 88/100 sizes and the Washington extrafancy grade. The Golden's are producing more of the lower grades. Granny-Smiths are still heavy to the higher grades and size 72/80's. Lower grade Granny availability is low and the market is stronger. Small Granny-smiths may be the tightest item out there right now. Gala's are producing more of the Washington extrafancy grade and are peaking on 80's through 100's. Gala demand is strong in Washington right now. 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, Jazz, and other varieties are all still available. Washington Bartlett's are still producing mostly 110 and larger fruit and are heavier to US#1 grade. Washington D'Anjou's are heavier to the larger sizes and the US#1 grade as well. Bosc and red pears are still available.

Asparagus ↑ This market is active on all sizes. Jumbo sizing continues to be unavailable in Yuma, but can be purchased in LA if desired. Standard sizing is the most readily available. The pricing has become very comparable between loading in LA or Miami. Supplies will be very light for the rest of the week in all loading locations.

Avocado ↔ Mexico continues with good volume. California is done with this season's crop. We are starting to see some limited supplies of Chilean fruit starting to hit the market. Mexican fruit remains the major supplier and remains aggressively priced.

Bell Peppers — Western ↔ **Eastern** ↔ The western green bell market is very unsettled. Southern California is currently shipping green bells from Thermal and Coachella. Warm weather in California ought to help increase some production. Increasing crossings through Nogales; sizing will be more toward large fruit; supplies are more than

adequate. Colored Red bell market is steady but still very light supplies. Growers are anticipating slightly lighter production as older districts are playing out and cold weather passes through. Coachella/Thermal California have started. Extreme Demand exceeds market. We anticipate open field colored bells to start crossing through Nogales first weeks of December. 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. Market should soften through the week.

Broccoli ↔ This market is flat. Suppliers have quoted cheaper pricing if loading in Salinas, but Yuma production has increased. Pricing, overall is very competitive and deals are available for volume type orders. This is a good time to promote this commodity. Santa Maria has production if desired. Overall, the quality has been favorable with little to no major issues worth reporting.

Cauliflower ↓ This market is softer. Supplies have loosened up with most suppliers. Demand has fallen off compared to the previous week. There are still a few complaints on brown spotting being seen upon arrivals so please be aware. Supplies are all but finished in Salinas. If needed, we can check on availability.

Celery ↔ This market is firm. Smaller sizing, 36s and smaller continue to have the lightest availability. The supplies on 24 counts are light in availability as well with most suppliers, but there is availability. Salinas, Santa Maria, and Oxnard are the areas of production for this commodity. A two dollar loading fee will be incurred if loading in Yuma.

Citrus — Lemons ↔ **Oranges** ↔ In the lemon market, 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. For oranges, the Navel crop volume is good. Gas time is down to 48 hours or less and should be moving down from there over the next few weeks. Fruit is

testing well and 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.

Lettuce — Leaf ↔ Iceberg ↔ The leaf market is steady. Production is all but finished in Salinas. The quality in the desert on romaine Hearts is reported to have very little bleaching. The hearts are not cupping well either. The product is very green. Sizes and weights are reported to be good out of Yuma on carton romaine, as well as green and red leaf. The iceberg market is steady. The weights on the palletized lettuce are running 42-46 lbs. Demand is on the light side and suppliers are looking to make deals. Issues on lettuce have been minimal, as the quality is good, overall. Yuma is the main growing area for this commodity now.

Melons — Cantaloupes ↔ Honeydew ↔ In the cantaloupe market, the desert domestic fruit is pretty cleaned up for the season. Offshore fruit is coming in with better volume and next week will increase. Pompano area with good availability on the larger sizes. There is limited availability on the west coast, the port strike is now over but it will take some time to get cleaned up. For honeydew, good availability of Mexican honeydew coming in with shippers looking to move the fruit. The desert is finished up with the domestic fruit. Offshore has started on the east coast with mostly large fruit available. There is some light availability of large fruit coming into the west coast.

Onions ↑ Washington and Idaho are steady on yellows but both markets remain strong. Both areas have historically low numbers of yellows in storage and Washington is getting strong export demand so the shippers remain bullish. Idaho/Oregon is still packing more large yellows and is more limited on mediums while Washington still has more jumbo and mediums. Reds are also steady in both areas. Most shippers also have lower red inventories so they remain bullish on them also. Whites are steady but strong in both areas. The quality has been good in both areas and all colors.

Potatoes ↓ The Idaho market is steady to slightly lower on all packs and sizes. Demand remains light. Most Idaho shippers are packing Burbanks this week but several will have norkotahs next week. 40-70's are still the bulk of the Idaho carton production while 80's and smaller remain limited. The Washington market is steady on all sizes and they are also heavier to the larger counts. Colorado is also producing more of the larger counts and is more limited on 80's and smaller. Colorado counts are also steady. 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 but they are nearing the end of the season. 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, Baja is plentiful with large and medium sized rounds, but supply is short on larger fruit as a result of some tropical storms that occurred in August and September. December prices are expected to have variance as the market reacts to daily availability. A few grape tomatoes and very limited amounts of rounds are starting to show up in Nogales, yet it is still 2-3 weeks until significant volume is expected. In the eastern market, cool weather South of Central Florida has slowed tomato production during recent weeks. Temperatures are allowing for heavier and larger sized rounds of good quality. With the coming of warmer weather, production is expected to increase through the end of the year. Roma tomatoes are expected to grow in volume also as temperatures begin to climb. Grape tomatoes remain abundant in good supply.

