

Fresh DIRECTIONS



An informative weekly fact sheet for the produce procurement professional.

February 28, 2013

Apples ↔ New York continues to pack Golden Delicious, Red Delicious, Red Rome's, McIntosh, and Empires. The availability is fair and all varieties are still heavy larger fruit except the Mac's which have ranged in size. The larger New York shippers are still expecting to pack through March. Washington Reds are peaking on extra-fancy 88/100's. The lower grades and smaller size reds remain short. Some suppliers are still packing hail-grade reds. Golden Delicious is also heavy to extra-fancy 88/100's. Lower grade Golden availability remains fair on 88's and larger and light on the smaller sizes. Granny-Smiths are peaking on 64-80's and the higher grades. Small fruit and the lower grades are in a demand exceeds supplies situation. Galas are heavy to size 80-100's and the Washington extra-fancy grade. Gala demand remains very strong! Washington Fuji's are heavy to 64/72/80's and are producing more of the Washington extra-fancy grade. Fuji volume is up over last year though and the deals continue with this variety. Pink-Lady's, Camero's, Jonagolds, Braeburns, Rome's, Jazz, and the other varieties are still available.

Asparagus ↔ This market is steady. The pricing is down on standard and large and up on extra large and jumbo. Peruvian grass is available in LA, as well. If loading is an option in Miami, Peruvian grass is available at lower FOB costs compared to California. Supplies are expected to be good throughout the week for Mexican product. The frigid temperatures this past week in Mexico altered production slightly, but warmer weather is expected this week.

Avocado ↑ Mexican fruit supplies are starting to tighten some as growers hold back on harvest in hopes of raising the market price. They remain to major supplier to the states. California is beginning to harvest daily and will slowly see increase in volume.

Bell Peppers — Western ↔ **Eastern** ↔ Western Bells: Green bell market is unsettled; indications market is moving upward on large fruit. Adequate supplies on choice and smaller fruit. Open field colored Red bell market is showing signs of an upward trend in market as some are transition-

ing or experiencing a small gap. Supplies are adequate and mostly big fruit available as some new acreage comes online. Gold bells are indicating an upward trend in FOB's as some are transitioning and gapping. Demand exceeds current supplies. Eastern Bells: The pepper market remains stable with no real changes expected for the front of the week.

Broccoli ↔ This market is firm to start the week. Suppliers overall are light in supplies to begin the week, and offers on large, volume type orders are being passed on. Santa Maria production is light. Expect pricing to get stronger as the week goes on. Cool weather in the desert this past week has slowed production. The overall quality is reported as being good.

Cauliflower ↔ This market is firm. Pricing is steady with all shippers. Supplies are definitely tighter as supplies have tightened up. With the cold front that went through Yuma this past week, expect availability to be light for the week. Expect pricing to increase steadily for the rest of the week. There have been a few issues of brown spotting seen upon arrivals.

Celery ↔ This market is steady overall. There is a pricing gap amongst shippers ranging from three-five dollars. Supplies have tightened up in Santa Maria, Oxnard, and Yuma. The smaller sizes, mainly the 36s have a little better availability, compared to the larger sizing. The supplies out of all areas are expected to be light to moderate throughout the week.

Citrus — Lemons ↔ **Oranges** ↔ Lemons: The Desert crop is finished for this season. The Ventura and the Central Valley are now the lemon producing areas. Volume is good on all sizes. Quality is good. Oranges: The Navel crop volume is good. Fruit quality and flavor is very good. Fruit is currently peaking heavy to the Fancy grade and on 88's/72's/113's, with 56's and larger a little tight.

Lettuce — ↑ **Leaf Iceberg** ↑ **Leaf**: This market is up on romaine. The blister and peel continue to wreak havoc on

the production of this commodity. 8-10 leaves of blister and 2-3 leaves with brown blister is a common characteristic that suppliers are dealing with. Green and red leaf is softer and shippers are willing to deal on decent size orders. Blister and peel continue to be growing issues that all suppliers are still dealing with. With the cold front that went through Yuma this past week, the growing issues will continue. Escalated pricing continues on all on all romaine items. Iceberg: This market is up to start the week. A few suppliers have walked into the cooler sold out to begin the week. Pricing will likely be stronger throughout the week. There have been

Melons — Honeydew ↑ Cantaloupe ↑

Cantaloupe: Fruit is limited at best with only very large product available. Most Guatemalan shippers are between fields with the majority of the fruit coming out of Honduras and very limited. Small fruit will have little to no availability this week. The market is very firm. Honeydew: Offshore and Mexican fruit is limited. Mostly large fruit is only available. The next few weeks will have limited availability. The market is very firm.

Onions ↔ The northwest yellow market is starting to stabilize as the smaller shippers finish up. The larger suppliers should continue packing through mid April. The demand remains relatively light. Jumbo yellows are still the peak size in the northwest. Mexican sweet yellows are lower and being pulled down by the storage market. Mexico is still quoting Colossal and smaller. Northwest Red onions are steady to slightly lower. Red storage supplies remain low. Mexico is still crossing a few reds and that market is steady. Whites are slightly lower in the northwest. Mexican whites are also slightly lower. The onion quality has been good in both areas and all colors.

Potatoes ↔ The Idaho and Washington potato markets are both flat. Several Idaho packers are still offering volume deals to generate movement. Most Idaho shippers are still packing Burbanks and only a few are running Norkotahs. Idaho continues to peak on 70-count and larger. Washington is steady on all sizes and they remain heavy to the larger counts as well. Colorado is steady on counts and they are

also peaking on the larger sizes. The russet quality has been good to excellent in all areas. Bakersfield, California continues packing reds, Gold's and Whites but this is the last week on whites. All three California varieties are heavier to A-size. Washington, Wisconsin, and North Dakota continue packing red & gold potatoes and they are all mostly steady. All keeping prices at the higher levels until the domestic deal starts in a week to 10 days.

Tomatoes — Eastern ↔ Western ↔

Western: Cooler weather south of the boarder has also caused volume to slow at Mexico crossings last week. With a reduction in shipments coming from Mexico and demand increasing, the market has strengthened a bit this week. Roma Tomatoes are slightly higher. The last week of February is expected to be very active with the proposed increases in pricing coming from the revisions to the Suspension Agreement due to take effect March 4th. Eastern: The combination of recent rain and cool weather has caused some strengthening in the market this week. Quality fruit is continually reported from Florida with smaller sized tomatoes in fewer quantities. Early March

