

# Fresh DIRECTIONS



An informative weekly fact sheet for the produce procurement professional.

April 11, 2013

**Apples** ↑ New York is still packing Golden Delicious, Red delicious, Red Rome's, McIntosh, Wine saps, Stamens, and Empires. The availability remains fair and most of the fruit is heavy to the larger sizes other than the McIntosh which have ranged in size. The larger New York shippers are still expecting to pack through April. Washington Reds are steady and are still peaking on extra-fancy 88/100's. The smaller sizes & lower grades remain relatively short. Golden's are steady and are still heavy to extra-fancy 88/100's. Lower grade Golden availability is fair. Granny-Smiths are steady and are still heavy to higher grade 64-80's. Small and the lower grade Granny's are still very limited. Galas are still peaking on 80- 100's and the Washington extra-fancy grade. The Gala market is steady and the demand remains very strong. Washington Fuji's are peaking on 64-80's and are producing more of the Washington extra-fancy grade. Fuji volume is up this year and there are still deals to be had. Pink-Lady's, Cameo's, Jonagolds, Braeburns, Rome's, and the other varieties are still available with most suppliers but some are finishing up.

**Asparagus** ↑ This market has remained unchanged. Mexico supplies have lessened, however domestic supplies have picked up. Peruvian grass is available in LA, as well. Expect good supplies throughout the week. Suppliers are listening to offers on large volume type orders. This is a good commodity to promote.

**Avocado** ↔ Mexico is holding steady on harvest and supplies coming into the US. California growers are still waiting to gain size to their fruit, but we are starting to see a better harvest on 48's coming in. Size is still heavy to 60's and 70's. They will continue to increase volume as we move through the month. The market looks to be stabilizing 48's and larger fruit.

**Bell Peppers — Western** ↔ **Eastern** ↔ Western Bells: Green bell market is very unsettled; market is moving upward on large fruit. Supplies are mostly on choice and smaller fruit. New spring crops are around the corner. Open field colored Red bell market is settling due to better weather and increased production from new districts. Wide

range of pricing and quality. Gold bells market continues unsettled as production is sporadic. Slight demand exceeds. Eastern Bells: The pepper market continues its climb as south Florida product begins to dwindle and the Nogales dries up. We could see this market continue to rise until Plant City area is ready to go in another couple of weeks.

**Broccoli** ↑ This market is softer. Better deals are being offered in Santa Maria. Production has picked up in Salinas compared to the previous week. Supplies in Yuma are finished. The overall quality is reported as being good.

**Cauliflower** ↔ This market is firm. The lightest supplies exist with the twelve counts, and this sizing is commanding a higher price. Supplies out of Yuma are finished. Salinas and Santa Maria are light in availability. There continues to be sporadic reports of brown spotting being reported upon arrival.

**Celery** ↔ This market is softer on large sizing celery. Supplies are good out of the Oxnard region. Supplies in Yuma are finished. Salinas has not yet begun production. Small sizes, 36s and smaller are commanding a higher price with most suppliers. The higher price on the small sizing, it should be noted is twice the cost of a twenty-four count pack.

**Citrus — Lemons** ↑ **Oranges** ↔ Lemons: The Ventura and the Central Valley are now the lemon producing areas. Volume is good on the small sizes of 165's and 200's, while the larger sizes are less abundant. We are seeing good demand. 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 are very tight with heavy export demand.

**Lettuce — Leaf** ↑ **Iceberg** ↑ Romaine and romaine hearts continue to have strong availability. Huron has good production and Salinas' production is picking up. There is light availability in Yuma if needed. Good supplies do exist on red and green leaf as well. Expect good production

numbers throughout the week with all leaf items. The iceberg market, is on the soft side. Some suppliers are better off than others, and a spread of two dollars is being seen in the marketplace. Supplies are good out of Santa Maria, and Huron. Expect supplies in Yuma to be finished by Wednesday or Thursday of this week with the few shippers remaining in this area. There continues to be complaints on mechanical damage, pink ribbing, and epidermal peel, though the complaints have been much less than in past weeks. The weights in Huron have been reported at 38-42#s.

**Melons — Cantaloupes** ↑ **Honeydew** ↑ Cantaloupe: The market is steady to lower with good availability and quality this week. The west coast has better supplies this week as well. Honeydew: Both offshore and Mexican dews are available with good supplies this week peaking to large fruit.

**Onions** ↑ Washington and Idaho/Oregon is both steady on yellows but will flex a little for volume. Texas yellow volume is increasing and that market is lower. Most Texas packers are peaking on jumbo yellows. The California desert shippers still expect to begin harvesting yellows the week of April 15th and could start packing that week if the weather cooperates. Reds are steady but strong in Texas and the northwest. Texas/Mexican red volume is still limited and the northwest as well. Expect the red market to stay strong until California's Imperial Valley hits its volume in approximately four weeks. Whites are steady in the northwest and the supplies remain short. Mexican whites are steady but supplies are still light. The onion quality has been good in all areas and on all colors.

**Potatoes** ↓ Idaho Norkotahs are steady on all sizes but the volume is limited because only a few shippers are packing

them. Burbanks are steady on the larger sizes and higher on 80's and smaller. Idaho continues to peak on 70-count and larger in both variety's. Most Idaho shippers are still packing Burbanks. The Washington market is steady on all sizes and they continue to peak on the larger counts. Colorado is also steady 70-count and larger and slightly higher on 80's and smaller. The russet quality has been good to excellent in all areas. The Bakersfield, California packers have started packing newcrop desert potatoes. Expect the California volume to increase as the week goes on. Florida continues to pack all colors but the availability remains light due to strong demand. The markets for all three colors are steady to higher. North Dakota is still packing reds and gold's but the quality is variable. The new crop quality has been good in Florida.

**Tomatoes — Eastern** ↔ **Western** ↔ In the west, Mexico's volume crossing the border has increased with larger sized tomatoes slightly behind other sized fruit. Grape and cherry tomatoes vary in quality and are in light supply. Currently the quality for round tomatoes is fair and expected to progress when Jalisco begins its picks. Good weather is expected inland with temperatures in the 80s and sunny skies while there is a 20% - 40% chance of showers in Northern Baja as soon as Sunday this week. In the eastern market, Florida's cool weather patterns have cause crops to continue yielding smaller sized fruit of good quality over the past few weeks. Grape and Cherry tomato volumes are slightly down and are expected to return to normal levels with expected warm weather coming though Florida this week. Possible rain will return the end of next week with a speculated cold front bringing possible thunderstorms around April 16.

