

# Fresh DIRECTIONS



An informative weekly fact sheet for the produce procurement professional.

May 9, 2013

**Apples** ↑ New York is finished packing for the season. Washington Reds are steady to slightly higher and continue to peak on extra-fancy 88/100's. The smaller sizes and lower grades remain short especially now that the varietal supplies are low. Golden Delicious is steady to higher as well and is also peaking on extra-fancy 88/100's. Lower grade Golden's are also short. Granny-Smiths are also steady to higher and continue to peak on extra-fancy grade 64-80's. Small granny-smiths are still extremely limited in all grades. Galas are still heavy to the 80-100 sizes but supplies are very limited. Washington Fuji's continued to peak on 64-80's and are producing more of the Washington extra-fancy grade. The market for small Fuji's is higher. Pink-Lady's, Braeburns, Rome's and the other varieties are almost finished for the season.

**Asparagus** ↑ This market is active. Domestic supplies are moderate at best and Mexican supplies are light. Better pricing with Peruvian product exist, loading out of Florida if this is an option. Twenty-eight pound cases are extremely tight with all suppliers. Mexico supplies continue to have issues with quality.

**Avocado** ↔ Mexico is holding steady on harvest and supplies coming into the US. California growers are harvesting good volumes on 48's and smaller fruit.

**Bell Peppers — Western** ↔ **Eastern** ↔ Green bell market is very unsettled; market is settling. Supplies are mostly on choice and smaller fruit. New spring crops are currently shipping. Southern California has started with mostly large fruit available. Open field colored Red bell market is strong and on an upward trend. We're at extreme demand exceeds as fields are sizing down and approaching lighter supplies the next couple weeks. We expect Southern California to start mid May. Gold bells market continues unsettled as production is sporadic. Demand exceeds. Eastern Bells: The pepper market remains stable. Quality on the new crops out of Plant City has been excellent while there continues to be issues on the South Florida product.

**Broccoli** ↔ This market is steady, like the previous week. Demand was expected to pick up due to the Mother's day pull, but this just did not happen. Supplies are only moderate on bunched product. There is a good on crowns however. Some suppliers are expecting this market to turn around by the end of the week. The overall quality is reported as being good.

**Cauliflower** ↔ This market is steady. Stronger supplies continue to be available, twelve counts in particular. Salinas and Santa Maria continue to be the main growing areas for this commodity. There have been some reports of brown spotting being reported upon arrival. Good production numbers are expected throughout the week.

**Celery** ↔ This market is firm. Seeder continues to be a major issue with this commodity. All suppliers are dealing with this. Although supplies are mostly coming out of Oxnard, Santa Maria is coming in with some production. Salinas has not yet begun harvesting. All sizing is up in price. This market will likely be active throughout the week.

**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 is starting to run short on small size, 113's/138's fruit. Fruit is currently peaking heavy to the Fancy grade and on 88's/72's, with 56's and larger are very tight with heavy export demand. Shippers are starting Valencia in a light way.

**Lettuce — Leaf** ↔ **Iceberg** ↔ Leaf: Romaine and romaine hearts will be in good supplies throughout the week with most shippers. Salinas is the main area of production with most suppliers. Santa Maria also has production on all leaf items. Good supplies do exist on red and green leaf as well. Pricing is steady. Expect pricing to be competitive throughout the week. Iceberg: This market is steady. Most suppliers are willing to deal on load volume orders. The weather conditions aside from a few high winds this past weekend has been ideal. Lettuce production is

strong. There continues to be a few issues on mechanical damage, heavy weights, and pink ribbing, been seen upon arrivals. The quality has been sporadic amongst the different suppliers in the Salinas valley.

#### Melons — Cantaloupes ↔ Honeydew ↔

**Cantaloupe:** The market is steady this week. There is still a good supply of offshore fruit on the east coast with limited availability out west as vessels are late and getting held up by inspections. We should continue to see offshore fruit available through next week. There are Mexican cantaloupe available loading in Nogales with good availability. Brawley has started up in a very light way with the first of the domestic fruit. **Honeydew:** Offshore dews are cleaning up with most shippers but we should still have some availability with a limited number of shippers through next week. Mexican dews are still available in Nogales mostly peaking to small fruit. Domestic fruit should be available by the end of May.

**Onions** ↓ California is mostly steady on jumbo yellows and is lower on Colossal & Supers. Mediums are limited in California. Texas is also lower on yellows but supplies are spread between the valley and the Winter garden area. Washington still has some jumbo yellows but is finished with reds. California is steady on reds while Texas is down slightly. Jumbos are the bulk of the red supplies in both states while mediums are limited. Whites are steady in both California and Texas. The onion quality has been good in all areas and on all colors.

**Potatoes** ↑ Idaho cartons are steady to slightly higher on all sizes. Most shippers are peaking on 80- count and smaller. Demand has been steady. There are volume deals on small #2's and consumer bags. Idaho Norkotahs are extremely limited. Washington is steady to slightly higher on all sizes and they continue to peak on the larger counts. Colorado is steady on all sizes and they also continue to

peak on 60's and larger. They have taken some of the demand for big counts from Idaho. The russet quality has been good to good to excellent in all areas. Bakersfield, California continues to pack new-crop desert red, gold, and white potatoes. California reds are larger while the gold's and whites are smaller. Florida continues to pack all colors but the availability is light as the end of the season is approaching. The markets for all three colors are steady. Idaho is almost finished. The new crop quality has been good in Florida & California.

**Tomatoes — Eastern ↔ Western ↔** Western: Mexico's supply remains limited and larger sizes remain scarce. Prices are near premium for quality fruit due to late season pickings in Nogales and grape and cherry tomatoes are experiencing strong demand. Prices will firm up even more in the coming weeks until quality improves and supplies increase. Eastern: The forecast for larger sized fruit over the next few weeks remains light on larger sized fruit. Newer crops being harvested in the Palmetto/Ruskin region are coming online, however rain is causing harvest delays and plants are producing smaller sized fruit due to poor weather in previous weeks. Quality varies and is reported as average.

