

# Fresh DIRECTIONS



An informative weekly fact sheet for the produce procurement professional.

May 30, 2013

**Apples** ↔ Washington Red Delicious is steady to higher and the market is starting to slowly climb as the varieties come to an end. Reds are still peaking on extra-fancy 88/100's. Golden Delicious is also peaking on 88/100's and the market is also rising due to the lack of varieties. Granny-Smith is steady on the large sizes and higher and limited on anything smaller than an 88. Grannies are still peaking on 64's-80 and the extra-fancy grade. Galas are steady on most sizes and grades but limited as we approach the end of the season. Fuji's are available but the demand for them has been tremendous and they are cleaning up fast. Fuji's are peaking on 88's and larger and the market is higher. Most other varieties have finished for the season.

**Asparagus** ↔ The Asparagus market is steady. Overall, domestic supplies are expected to be available until the end of June with a few suppliers. Peruvian product coming into the East coast has good supplies and cheaper prices if loading in Florida is not an issue. Demand for domestic asparagus is keeping this market firm. Supplies for domestic product are moderate at best.

**Avocado** ↔ Mexico still has fair supplies, but limited on 48's and 40's. They will still be the main supplier to the eastern markets. California is still increasing in volume and starting to gain size on their fruit. Strong demand is firming markets on 40's/48's/60's.

**Bell Peppers — Western** ↔ **Eastern** ↔ Western Bells: Green bell market is very unsettled. Supplies are mostly on choice and smaller fruit. New spring crops are currently shipping from Southern California has started with mostly large fruit available. Open field colored Red bell market is generally steady. We're at demand exceeds out of Nogales as fields are sizing down and approaching lighter supplies the next couple weeks. Southern California has started with light supplies also. Gold bells market continues unsettled as production is sporadic. Demand exceeds. Eastern Bells: Most Georgia shippers are now working pepper but supplies are somewhat limited. The demand remains strong so we should not see too much movement in this market.

**Broccoli** ↑ This market is active on bunched product as well as crowns. Shippers are light in supplies to begin the week. Rain has hit the Salinas valley so harvesting will be slow to start off the week. Santa Maria has moderate supplies. Pricing is expected to be active throughout the week.

**Cauliflower** ↑ This market is softer as the high pricing these past weeks has taken the demand down. Stronger supplies do exist on all sizing, twelve counts in particular. Salinas and Santa Maria continue to be the main growing areas for this commodity. There continues to be sporadic reports of brown spotting being reported upon arrival.

**Celery** ↓ The celery market is coming off, especially in the large sizing. Production is occurring in Oxnard and Santa Maria. The Salinas Valley celery is not due to start until the second week in June. Michigan celery is not due to start until the second week of July. Small sizing, 36s and smaller are demanding a higher price. This will continue throughout the week.

**Citrus — Lemons** ↑ **Oranges** ↔ Lemons: Supplies are good on the smaller sizes and less abundant on the larger ones. Seasonal demand is good, keeping market firm. Quality is good. Oranges: Navel's are finishing for the season. There will be some available through the month, but Valencia oranges are starting to take over the market. Valencia sizing is currently peaking on 113's/88's/138's.

**Lettuce — Leaf** ↔ **Iceberg** ↔ Leaf: Romaine and romaine hearts look to have good availability throughout the week. Salinas has become 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. Pricing is steady. Expect pricing to be competitive throughout the week. Suppliers are willing to deal on large volume type orders. Iceberg: This market is steady to start the week. Many suppliers are willing to deal on load volume orders. Ideal weather conditions have created an abundance of this commodity. There have been 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**: Domestic cantaloupe now the only availability. The market price is all over the board with deals on jumbo 9's. The fruit is running very large. Honeydew: The offshore honeydew is cleaned up for the season. Mexican dewes are crossing in good volume through Nogales while domestic dewes are available with better volume. Demand and supplies have leveled out.

**Onions** ↔ **Yellows** are mostly steady in all areas. The availability is a little light since New Mexico and California's San Joaquin Valley are just getting started while Texas and the California desert are finishing up. Expect better numbers by the weekend though. Reds are lower in California, steady in Texas, and New Mexico is just getting started. Whites are steady in all areas. The quality has been good in Texas and better in California.

**Potatoes** ↑ Count cartons are higher in all areas. This is still due to lower pack-outs in Idaho. Washington and Colorado are following Idaho up. Idaho is still producing more 80-count and smaller while Washington and Colorado are peaking on 70's and larger. Bakersfield,

California continues packing reds, gold's, and whites. They are into San Joaquin valley product so we should more size now. Florida is nearly done with Reds but still has Gold's and whites. The Florida market is strong due to demand. Arizona is packing a few Reds and Gold's but the availability is low due to strong demand there too. The quality in all three areas has been good.

**Tomatoes — Eastern** ↔ **Western** ↔ **Western**: The market remains elevated on rounds showing increased demand due to cold weather which has caused delays to transition. Romas are steady and range quality. Expect to see prices to come back down when California begins picking in 3 – 4 weeks. Eastern: Light volumes last week continue and supplies remain light coming to market this week. Ruskin is expected to finish next week and delays are expected in Quincy and South Carolina for up to two weeks into June that may cause a gap in rounds coming to market. The combination of weak yields, delays, and potential weather may continue elevated prices into June. Grape volumes have increased and Romas remain tight.

