

# Fresh DIRECTIONS



An informative weekly fact sheet for the produce procurement professional.

June 6, 2013

**Apples** ↑ Washington Red Delicious is steady on most sizes. Reds continue to slowly climb as we get closer to the end of the storage season. Reds are still peaking on extra-fancy 88/100's. Golden Delicious is also stronger and is still peaking on 88/100's. The Granny-Smith market is also rising especially on the smaller sizes. Granny's are heavier to the 80's and larger and supplies are limited on anything smaller than that. Galas are steady on most sizes and grades but the availability is limited as the end of the season approaches. Fuji availability is lower and the market continues to rise as we approach the end of the season. Fuji's are still peaking on 88's and larger. The other varieties have finished for the season.

**Asparagus** ↔ The Asparagus market is firm. Overall, domestic supplies are still expected to be available until the end of June with a handful of suppliers. Peruvian product is being loaded on the East coast as well as the West coast. Loading on the East coast will be a good price savings, as well as freight savings. Product from Mexico will start in about two weeks.

**Avocado** ↔ Strong demand for avocados is driving the market. Shipments are setting industry records. Mexico still has fair, but declining supplies. Seeing mostly 60's and smaller and limited on 48's and 40's from Mexico. California is still increasing in volume, but not gaining a lot of size on their fruit. Strong demand on 48's and larger sizes are keeping these sizes short, the market strong and prices firm. The 60's and smaller are the value price sizes.

**Bell Peppers — Western** ↔ **Eastern** ↔ Western Bells: At a Glance Quality- Good Market-Steady Green bell market is very unsettled. New spring crops are currently shipping from Southern California and have started with mostly large fruit available. Loading from Bakersfield, Thermal, Gilroy, and Los Angeles. Open field colored Red bell market is generally steady. Good availability from Southern California. Gold bell market continues steady availability is depends on growing district. Eastern Bells: Off grade pepper in Georgia is still a bit tight, but shippers

are dealing on the crown picking... Rain over the last couple of days may cause the market to go up a tad for the weekend.

**Broccoli** ↑ This market is gaining strength on bunched product as well as crowns. Shippers in the Salinas valley are expected to be light in supplies throughout the week. Santa Maria has light supplies. Pricing is expected to be active throughout the week.

**Cauliflower** ↑ The cauliflower market is up. Supplies are light with most suppliers. Pricing is expected to get stronger throughout the week. Prices will vary from shipper to shipper as some continue to be slightly better off. Santa Maria is light in production as well. Expect pricing to be active throughout the week.

**Celery** ↓ The celery market continues to ease up, especially in the large sizing. Production is occurring in Oxnard, Santa Maria and Salinas. Michigan celery is not due to start until the second week of July. Small sizing, 36s and smaller continues to demand a higher price.

**Citrus — Lemons** ↑ **Oranges** ↔ Lemons: Supplies are good on the smaller sizes and less abundant on the larger ones. Seasonal demand is good, keeping market firming weekly. Quality is good. Oranges: Navel's are finishing for the season. The Valencia oranges are fresh, in good condition and are eating well. Valencia sizing is currently peaking on 113's/88's/138's.

**Lettuce — Leaf** ↔ **Iceberg** ↑ The leaf market has not changed. Deals are available as shippers are very responsive to offers. This is a good time to promote all leaf items. In general, the quality has been good, with only occasional tip burn being reported. This market continues to be competitive with most suppliers. In the iceberg market, supplies are light and some shippers are walking into the day sold out the first thing in the morning. This market is expected to be active. There continues to be issues of quality problems. These issues include mechanical damage, light weights, and some slight decay in some lots. Santa

Maria has light production with the predominance coming from the Salinas valley.

**Melons — Cantaloupes** ↔ **Honeydew** ↔ Cantaloupe: Domestic cantaloupe available in Southern California and Central Arizona. The market price is all over the board with deals on jumbo 9's. The fruit is running very large and with the heat will continue to be large. Very little product is available on 15's or smaller. Honeydew: The offshore honeydew is finished for the season. Mexican dewes are crossing in good volume through Nogales while domestic dewes are available with slightly increasing volume. Demand is steady and supplies have started to increase slowly with the desert coming onto the scene.

**Onions** ↓ Both New Mexico and central California are steady on yellows. New Mexico is flexing on volume especially on medium yellows. Both areas are fully into their production although the California volume will be lighter on the front side of the week. The central California yellows are heavier to jumbo and medium yellows and are light on Supers. Some of the New Mexico shippers have good numbers of jumbo's and mediums while others have good supplies of colossal and Supers. Reds are steady to lower in both areas. Some suppliers will flex for volume orders. Whites are steady in all areas. The quality has been good in both states.

**Potatoes** ↔ Idaho is steady on all the counts. Some shippers have more of the smaller sizes while others have more of the larger counts. The size has been varying by lot. Low pack-out percentages are still an issue in Idaho.

Washington and Colorado is both steady as well. Colorado is still having some issues with storage quality. Idaho is still producing more 80-count and smaller while Washington and Colorado are still peaking on 70's and larger. Bakersfield, California continues packing reds, gold's, and whites. The size is slowly getting larger but there are still lots of B-size spuds available. 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: Mexico growing regions are wrapping up and supply is expected to be tight until California gets in full swing by the end of next week. Grape and Cherry tomatoes are plentiful. Eastern: The market is steady with limited volumes in Florida. Up to 3 inches of rain is expected over the Southern half of the state this week and could further limit supply in the Ruskin and Palmetto District. South Carolina, Virginia and Tennessee have been delayed due to previous rains and are expected to start next week causing prices to come back down. More immediate round volumes are expected to come in a few days when Quincy begins to harvest.

