

Fresh DIRECTIONS



An informative weekly fact sheet for the produce procurement professional.

June 20, 2013

Apples ↔ Washington Red demand is lighter and the market is steady. Reds are still peaking on extra-fancy 88/100's and the smaller sizes & lower grades are limited. Golden Delicious is also steady and they are peaking on 88/100's. The Granny-Smith market is steady to higher on the larger sizes and is still rising on 100's and smaller. Grannies are still heavier to the 80's and larger. Galas are steady to higher on most sizes and grades and availability remains limited as we approach the end of the season. Fuji's are steady as well but inventories are low as the end of the season approaches. Fuji's are still peaking on 88's and larger

Asparagus ↔ Early crop reports indicate this commodity has moderate availability out of Mexico. Good quality is coming out of this region. Supplies are currently being harvested in Washington, California and Peru. The market overall is steady to begin the week. Peruvian product is being loaded on the East coast as well as the West coast.

Avocado ↔ Demand remains strong for avocados. Shipments are setting industry records. Mexico's supplies continue to decline. Seeing mostly 60's and smaller and very 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 70's are now showing some firming in the market, but still a value price.

Bell Peppers — Western ↔ **Eastern** ↑
Western Bells: Green bell market is steady. New spring crops are currently shipping from Southern California and have started with mostly large fruit available. That is loading from Bakersfield, Thermal, Gilroy, and Los Angeles. Open field colored Red bell market is generally steady. Good availability from Southern California. New districts are coming online soon. The gold bell market continues steady availability is depends on growing district. Eastern Bells: We should see pepper begin to tighten up this week. Georgia is the only real player on this commodity and quality issues abound due to post rain heat and humidity.

Broccoli ↓ This market is softer with some suppliers. There is a 2-3 dollar gap amongst the different shippers to start the week. Demand continues to be off. Crowns continue to be stronger in availability with some suppliers while others are out buying or sold out. Santa Maria is expected to be moderate in availability throughout the week.

Cauliflower ↔ The cauliflower market is firm. Supplies are light with most shippers. Prices will vary from shipper to shipper as some continue to be slightly better off. Santa Maria is light in production as well. The pricing is expected to gradually rise throughout the week as demand is expected to increase.

Celery ↔ The celery market is steady. There is a gap in pricing up to four dollars in the marketplace. Many shippers are finishing up in Oxnard and Salinas will be the main growing region for this commodity. Oxnard should officially be done by the second week in July. Santa Maria is in production as well. 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: 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** ↓ Leaf: The romaine market is firm with most shippers. Supplies are light to moderate, but demand is off. With any kind of push, this market could be active again quickly. All other leaf items are firm as well. In general, the quality has been good, with only occasional tip burn being reported. This market continues to be competitive with most suppliers. Iceberg: This market is steady. There continues to be a planting gap with a few suppliers and this has caused a gap in pricing by a few dollars pending on the shipper. Expect this market to have this kind of gap throughout the week. 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 production coming mainly out of the Salinas valley.

Melons — Cantaloupes ↓ **Honeydew** ↔ **Cantaloupe:** Domestic cantaloupes are available in Southern California and Central Arizona. The market price is firm. Good demand still with very good quality fruit. Cantaloupe sizing has evened out with a range of 9's to 18's being available. Huron, CA has started in a light way with just fair quality. There will be several more shippers starting next week with good volume by the second week of July on Westside fruit. **Honeydew:** Mexican dewes continue to cross in good volume through Nogales while domestic dewes are available with steadily increasing volume. Demand is light and supplies have started to increase slowly with the domestic honeydews coming onto the scene. The market is still depressed.

Onions ↔ California and New Mexico yellows are steady on jumbos, colossal, and supers and both areas are steady but limited on mediums. The demand is much stronger in New Mexico. New Mexico still has better yellow availability than California. Central California remains light on Supers. Reds are steady to lower in both areas and most packers will still flex for volume orders. Whites are steady in both districts. The quality has been good on all colors.

Potatoes ↔ The Idaho is mostly steady but some shippers are higher. Low pack-out percentages due to poor storage quality of the Burbanks is still the main reason that the market is so strong. Good quality storage lots are becoming harder and harder to find in Idaho. Washington & Colorado are also steady to higher. Colorado is also having some

issues with storage quality. Idaho continues to produce more 80-count and smaller while Washington and Colorado are heavier to 70's and larger. The Bakersfield, California continues packing new-crop Norkotahs and they are peaking on 80's and 90's. The russet quality is very good with excellent netting. Bakersfield also continues to pack reds, gold's, and whites. The size is slowly getting larger but there are still a lot of Bsize spuds. The California colored potato availability is generally now that they have started packing russets. Arizona is packing a few Reds and Gold's but the availability is low due to strong demand there too. The California and Arizona quality has been good.

Tomatoes — Eastern ↓ **Western** ↔ **Western:** Prices are down with rounds being plentiful out of California. Good amounts of larger sized fruit are available with lighter yields on smaller tomatoes until crown picks are through being harvested. Grape and cherry tomatoes are still limited but are reported of good quality. **Eastern:** Quincy and South Carolina started production last week with Arkansas beginning any time, further improving market supply. Grape tomatoes remain tight but are expected to improve in the next few weeks.

