

# Fresh DIRECTIONS



An informative weekly fact sheet for the produce procurement professional.

June 27, 2013

**Apples** ↔ Washington Red demand remains light and the market is steady. Red delicious is still peaking on extra-fancy 88/100's and there are limited supplies of the smaller sizes & lower grades. Golden Delicious is also steady and is peaking on 88/100's. Granny-Smith apples are also steady. Grannies are still heavier to the 80's and larger. Galas are steady on most sizes and grades but the availability remains limited. Fuji's are still peaking on 88's and larger and the market is steady but supplies are light.

**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 but showing some signs of improvement 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 still setting industry records. Mexico's supplies have dropped drastically and Mexican growers are demanding much higher field prices than US shippers are willing or able to pay. California is seeing improvement in 48's volume, but is still down from normal volumes you would expect this time of year. 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 upward firming in the market as people switch to these sizes, but still a value price. Peruvian fruit has arrived and is helping out the supplies of larger fruit, but still not enough to keep up with demand.

**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, 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 has firmed up as supplies continue to drop. Demand continues to be about steady. We expect to see a continued drop in supply for the short term due to cooler weather in the Santa Maria and Salinas growing areas.

**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 remain strong throughout the week as demand continues to be good in the face of light supplies.

**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: Market is steady. Supplies continue to remain light for some shippers but in the face of limited demand the market has not reacted.

We expect to see no real change for the short term.

**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 a few more shippers in the Westside deal (San Joaquin Valley) starting this week with fruit on the larger side. The week after July 4th we will see really good volume on Westside fruit. Honeydew: Mexican dews continue to cross in good volume through Nogales. There will be availability through July 13th. Domestic dews 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** ↔ The yellows market is steady in both New Mexico and California but there is some volume flex for jumbos. California is still short of Supers and both states are short on mediums. Reds are being quoted steady in both areas but several shippers will still flex for volume orders. Whites are steady in both districts. The quality has been good on all colors

**Potatoes** ↔ Idaho cartons are steady to higher on all sizes. Lower than normal pack-out percentages due to poor storage quality in the Burbanks continue to be the main issue. Good quality storage lots are becoming harder and harder to find in Idaho. Washington & Colorado are both 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 90's and 100'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. The California colored potato availability is generally low since many sheds split their time with 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 in the U.S. have dropped below the U.S. —Mexico Suspension Agreement minimums raising the expectation for imports to decline. Supplies from California are steady and should be good for the next few weeks. Baja tomatoes are steady also but mostly of smaller sized fruit. Romas are plentiful, however, Grape and cherry tomatoes are still limited but all are reported of good quality. Hurricane Cosmo is not expected to cause any significant impact over Baja but may cause some clouds over the area through next week. The high pressure system will cause temperatures to climb in the valley through the holiday with things settling near the end of the week. Eastern: Volumes are good in Eastern growing districts with plenty of availability. Recent rains in Florida raised concerns for shelf life but quality is reported as being good with South Carolina tomatoes showing to be slightly better. Wide spread showers are expected over the entire state for the next few days with regular weather returning near the end of next week.

